

CHEMIST & DRUGGIST

THE NEWSWEEKLY FOR PHARMACY

COUNTERPART
C&D/WHITEHALL LABORATORIES ASSISTANT TRAINING

22 July 1995

PSNC conditionally accepts 2.5pc rise

Two more regions gain from DoH £1m fund

Courts uphold Staffs FHSA's view on Clothier

MCA consults on more P to GSL moves ...

Homing in on parasites at home and abroad



A salesman's salesman makes his pitch ...

Numark fulfils early promises on rebates



There's a new sensation in smoking cessation

- Helps smokers cut down as well as give up
- Natural and nicotine-free
- Can be recommended for all smokers, including pregnant women
- Contact your wholesaler, Chefaro representative, or order on 01223 420956

LOGADO
Alternative to smoking

EXISTING RAFTING AGENTS ARE ABOUT TO BE ECLIPSED

Massive
£1.7 million
TV burst
starts
July 17th

ARE YOU READY?



NEW

Tagamet

DUAL ACTION LIQUID



Please contact your
Pharmacy Support Team
representative or
Freephone the OTC
Tagamet Information Line
on 0500 100 222

Tagamet Dual Action Liquid. Product Information: Presentation. A white suspension with an odour of fruit and mint containing 500 mg sodium alginate B.P.C. and 200 mg cimetidine per 10 ml dose. **Use.** Short term symptomatic relief of heartburn, associated with acid regurgitation, especially if provoked by bending over or lying supine. **Dosage and administration.** Adults (incl. the elderly), children 16 years and over. 10 ml suspension when symptoms appear. If symptoms persist for more than 1 hour after the first dose, a second dose (10 ml) may be taken, but no more than 2 doses in any 4 hours and no more than 4 doses in any 24 hours. Treatment should not be continued for more than two weeks. If symptoms persist for more than two weeks or recur regularly, a doctor should be consulted. Not to be given to children under 16 years of age. **Contraindications.** Hypersensitivity to cimetidine or any of the other constituents. **Precautions.** Not recommended in patients with impaired renal function, hepatic impairment, taking oral anticoagulants, phenytoin, theophylline, intravenous lignocaine, middle aged or older patients with new/changing dyspeptic symptoms, any patients with unintended weight loss and dyspeptic symptoms, because of potential delay in diagnosis of gastric cancer; with compromised bone marrow; in pregnancy and lactation. Use only on a doctor's advice in patients with any other illness, using any medication, under medical supervision for other reasons, with a history of peptic ulcer who are now using NSAIDs especially the elderly. Contains 66 mg sodium per 10 ml dose and this should be included in the daily allowance of patients on sodium restricted diets. **Adverse reactions.** Diarrhoea, dizziness, rash, tiredness. Gynaecomastia, occasional liver damage, confusional states (usually in the elderly or very ill), all reversible. Rarely thrombocytopenia, leucopenia, agranulocytosis, all reversible. Very rarely, hepatitis, interstitial nephritis, acute pancreatitis, headache, myalgia, arthralgia, fever, sinus bradycardia, tachycardia and heartblock, all reversible, aplastic anaemia, pancytopenia and anaphylaxis. Reports of alopecia and very rarely reports of impotence but no causal relationship has been established at usual prescribed therapeutic doses. **Product licence number** 0002/0232. **Retail price** (200 ml) £4.99. **Legal category** P. **Date of preparation** 8 June 1995.

SmithKline Beecham Consumer Healthcare, SB House, Brentford, Middlesex, TW8 9BD. Telephone number 0181 560 5151.
'Tagamet' is a trademark.

SB SmithKline Beecham
Consumer Healthcare

Pharmacists should need little encouragement to climb aboard the public accountability bandwagon that is rolling through the professional world at large. It was set in motion by a Government that believed the natural instinct of the professions was to look after their own interests, rather than those of the public they professed to serve. The irony is that while most other professions operate behind closed doors, community pharmacists openly practice over the counter. Hence the Society's move to introduce medicine sales protocols, and a training requirement for assistants that will ensure a level of competence commensurate with the potency of products available OTC.

The Cambridge Counterpart Pharmacy Assistant Development Programme is *Chemist & Druggist's* response to help pharmacists bridge any gaps in staff training needs to satisfy the Society's July '96 requirements. It is free to *C&D* subscribers because of Whitehall Laboratories' generous sponsorship. Additional assistant modules and question papers will be available to *C&D* subscribers from Whitehall's pharmacy sales force.

Counterpart is a superb way to work with assistants to ensure that pharmacies maintain their high standards of public service, and meet the Society's formal requirements by July '96. It will satisfy the needs of experienced assistants who are eligible for the RPSGB's Multiple Choice Question paper. And because each Counterpart module is preceded by a Pharmacist's Briefing, it leads naturally to pharmacist/assistant interaction in the pharmacy. Time is the only cost up to the point where pharmacists or assistants want to monitor progress via the telephone marking service. Counterpart is for you and yours. Please pass it on ... now!

CHEMIST & DRUGGIST

Editor John Skelton, MRPharmS
Deputy Editor Patrick Grice, MRPharmS
Assistant Editor/Beauty Editor Liz Jones, BA

Contributing Editor Adrienne de Mont, MRPharmS
News Editor Ailsa Colquhoun, BSc
Business Editor Jackie Blondell, BA
Technical Editor Maria Murray, MRPharmS
Reporters Marianne Mac Donald, MRPharmS
 Fawz Farhan, MRPharmS
Art Editor Tony Lamb

Price List Colin Simpson (Controller)
 Darren Larkin, Maria Locke

Deputy Advertisement
Manager Julian de Bruxelles
 Doug Mytton, Martin Calder-Smith
Production Katrina Avery

Publisher Ron Salmon, FRPharmS

Publishing Director Pam Barker

© Miller Freeman plc, 1995

Chemist & Druggist incorporating Retail Chemist & Pharmacy Update

Published Saturdays by
 Miller Freeman Professional Ltd
 Sovereign Way, Tonbridge, Kent TN9 1RW
 Telephone: 01732 364422
 Telex: 95132 MILFRE G
 Fax: 01732 361534

Subscriptions: Home: £108 per annum
 Overseas & Eire £155 per annum
 including postage
 £2.25 per copy (postage extra)

Circulation and subscription: Royal
 Sovereign House, Beresford Street,
 London SE18 6BQ. Tel: 0181 855 7777

Refunds on cancelled subscriptions will
 only be provided at the publisher's
 discretion, unless specifically
 guaranteed within the terms of
 subscription offer.

The editorial photos used are courtesy
 of the suppliers whose products they
 feature

un Miller Freeman
 A United News & Media publication



CHEMIST & DRUGGIST

THE NEWSWEEKLY FOR PHARMACY

VOLUME 244 No 5993 136th YEAR OF PUBLICATION ISSN 0009-3033

PSNC accepts 2.5pc conditional on action on working capital 104

Professional allowance thresholds fixed at 1,100 to 1,600

Topical clotrimazole set to join ibuprofen as GSL 104

MCA plans more P to GSL moves by the end of the year

High Court denies Staffs' GP judicial review of Clothier 105

Staffs' FHSA has correctly interpreted the regulations



Counterpart: the answer to assistant training 105

First module in this week's issue, plus details on how to use this free training programme

DoH hands out more from \$1m project fund 106

Bid success for Trent FHSA's, Anglia and Oxford

German courts torpedo government health reforms 118

Bayer successfully challenges fixing of drug prices

Parasites - unwelcome baggage at home and abroad 120

A look at infections travellers might want to avoid overseas

European Court ruling set to cause chaos over script fees 127

Qualifying age for free scripts for men could drop to 60

A salesman's salesman expounds 128

Graham Ford of Pfizer Consumer Healthcare



Numark delivers on own-brand rebates 129

Pharmacists poor retailers, says chairman Irish

Creighton's spends \$1.5m to expand in hair care market 130

Profits down 9 per cent due to falling exports

REGULARS

News	104	News Extra	127
Pen Portrait	107	Business News	129
Topical Reflections	107	Classified Advertisements	132
Prescription Specialities	108	Business Link	134
Counterpoints	110	About People	138

PSNC accepts 2.5% on global sum

The Pharmaceutical Services Negotiating Committee has accepted a 2.5 per cent increase in the global sum, on condition that the Department takes action to alleviate the problems of working capital and advance payment by the start of 1996-97.

The settlement comes into effect on September 1 and takes the global sum to \$671.7 million for 1995-96.

The professional allowance

starts at \$755 for 1,100 items per month, rising at \$1.17 per item to \$1,340 for 1,600 items and above.

The proposed \$647.8m for core services includes \$2.8m underpayment. But an overpayment which started in April would have reached \$1.1m by September, so PSNC decided it would be more sensible mathematically to spread the net underpayment over fees, rather than paying a lump sum to contractors. This

will keep the fee per prescription constant at just over \$1.34 for the whole financial year.

The threshold changes mean contractors dispensing 2,500 items per month and over will receive a 3.3 per cent rise in income year on year, while those between 1,000-1,099 will suffer a net reduction of 20.8 per cent year on year. Below 1,000 the reduction will be 13.3 per cent.

PSNC has drawn the Depart-

ment's attention to the problems of returned prescriptions bringing contractors below the 1,100 threshold needed to obtain the professional allowance.

PSNC has approved a report produced by the discount inquiry unit and hopes to meet the DoH later this month to discuss the offsets. Preliminary findings suggest it is unlikely that the figure will change much, says PSNC chairman David Sharpe.

'No' to introduction of patient packs

The Pharmaceutical Services Negotiating Committee is refusing to go along with the introduction of patient packs until there is a written undertaking from the Department of Health that the problems of pharmacists being left with dead stock will be resolved before the start date.

Other issues that needed resolving included changes in the Terms of Service to inform contractors what pack size they should supply against the quantity prescribed.

PSNC is writing to the working party implementing patient packs, deploring the way pharmacists' views have been ignored.

Other matters discussed at last week's PSNC meeting included:

- PSNC officials are to discuss with the DoH a possible compensation scheme for small pharmacies and report back.

- PSNC has written to the Office of Fair Trading detailing advice that it makes to LPCs and contractors, and advice LPCs might give to contractors. The OFT has suggested that advice of any sort could fall within the Restrictive Trade Practices Act. As PSNC's head office deals with over 100 queries a day, it is hoped the OFT will realise what an impossible situation this could create.

- It appears only 42 LPCs have completed local negotiations on payments for giving advice to nursing and residential homes, and out of hours services, leaving 56 which might not have done so. The problem has been brought to the DoH's attention.

- Devon LPC intends to move a resolution at the next LPC conference that two-thirds of all LPCs must agree before a special LPC conference is called.

- PSNC is still considering research to demonstrate pharmacists' added value. Discussions are continuing with academics and it is hoped proposals will be put to PSNC in October or November. Joint funding with the Society is being explored.

- The DoH has decided to defer discussion of a national welfare milk token scheme, but will monitor local schemes. PSNC suggests LPCs approach appropriate authorities to arrange local schemes involving pharmacies.

- The response to Pharmacy Week is to be evaluated by October, when the pharmacy bodies involved will decide whether to hold another one in autumn 1996.

- PSNC is asking contractors or LPCs to invite local MPs to spend time with them. Four lunchtime briefings for MPs will be held in November/December.

New regulations expected soon

The Pharmaceutical Services Negotiating Committee is expecting a 'raft' of regulations to be laid before Parliament in September.

Chairman David Sharpe said last week: "We are confident there will be no change in the control of entry regulations." He was also hopeful that a ban on faxing prescriptions from non-contract pharmacies would form part of the regulations.

PSNC has taken legal advice on prescription charges under the NHS Pharmaceutical Regulations 1992 and been told that the only charge a contractor can make for Prescription Only Medicines on NHS scripts is the \$5.25 fee.

PSNC would comment no further on the case of a Welsh pharmacist fighting to dispense drugs written on NHS scripts privately.

Topical clotrimazole to join ibuprofen on GSL trail?

The Medicines Control Agency has sent out an official consultation letter on whether ibuprofen should be reclassified as a GSL medicine.

The letter, dated July 11, comes after the MCA's controversial decision to grant Galpharm International a GSL licence to market ibuprofen tablets in packs of 12. The licence was granted for a limited period under the Medicines (Pharmacy and General Sale Exemption) Order 1980, pending the MCA's consultation.

Pharmacists have criticised the decision not to consult health professionals first. The Royal Pharmaceutical Society issued a press release on the matter and the Society's Council has agreed to seek an urgent meeting with the MCA (*C&D* July 15, p89).

The consultation letter, MLX-218, proposes that oral ibuprofen

should be a GSL medicine, provided its use is limited to adults and children over 12 for the relief of rheumatic and muscular pain, backache, neuralgia, migraine, headache, dental pain, dysmenorrhoea, feverishness and symptoms of colds and influenza. The maximum dose would be 400mg and the maximum daily dose 1,200mg. Pack sizes would be limited to 12 tablets of 200mg.

Topical ibuprofen would also become GSL, again for adults and children over 12, for the relief of rheumatic pain and muscular aches, pains and swellings, such as strains, sprains and sports injuries. The maximum strength would be 5 per cent and there should be no more than 2.5g per container.

The letter also proposes making clotrimazole a GSL medicine when used externally for the treatment of athlete's foot, at a

maximum strength of 1 per cent in packs of no more than 500mg.

Similar changes are proposed for folic acid, which is currently a GSL medicine when in a maximum daily dose of 200mcg, and a P medicine when the maximum daily dose is 500mcg. The MCA proposes making it GSL in doses up to 500mcg, and keeping it Prescription Only for higher daily doses.

Some folic acid preparations already have GSL licences, although the daily doses are 400mcg. A spokesperson for G R Lane told *C&D* that Preconceive was launched as an unlicensed supplement, then the company applied for a GSL licence, submitting evidence based on the chief medical officer's recommendation that a daily dose of 400mcg of folic acid during pregnancy was necessary for the prevention of neural tube defects.

The licence was granted last December.

Finally, the letter proposes that the following be added to the GSL Order: benzoin tincture compound (0.75 per cent pastilles), capsicum tincture, choline bitartrate, equisetum, glucose, magnesium alginate, magnesium carbonate, rhubarb and squill, and – for external use only – capsicum oleoresin. Medicines containing these substances have already been licensed as GSL under the 1980 Order by means of a provision in, or variation to, the product licence.

Comments on the proposals – including the impact on business costs – should be sent to Dugan Cummings, Room 1219, MCA, Market Towers, 1 Nine Elms Lane, London SW8 5NQ, by August 28.

The MCA plans to implement the changes by December 29.

GPs denied Clothier review

A High Court judge has backed Staffordshire Family Health Services Authority's interpretation of the Clothier regulations and denied a local GP leave for judicial review.

The GP, Dr John Worthington (*C&D* July 15, p76), feared that under the FHSA's interpretation of the Clothier regulations would be allowed to set up business without local doctors being given any right to object, even if the viability of local surgeries was under threat.

But the judge said he could find no fault in Staffordshire FHSA's interpretation of Department of Health pharmacy rules, even though it had an "arguably surprising" result.

Sympathising with the GP's plight, Mr Justice Buxton said the regulations as they stood were unambiguous and the court could not go behind their clear wording.

A law expert gave evidence that the National Health Service (Pharmaceutical Services) Regulations 1992 must have contained a 'drafting error'.

But Mr Justice Buxton said that the wording of the regulations was clear, and that the FHSA had construed them in the only way possible.

Whether or not there was a 'drafting error', the courts simply did not have the power to go behind the unambiguous wording of the rules, he said.

Lothian GPs welcome pharmacists' visits

Lothian GPs are in favour of receiving regular visits from community pharmacists.

A survey of 16 GP practices involved in a GP prescriber adviser accreditation programme for pharmacists, run by Lothian Health Board, found over 70 per cent wanted the pharmacists' visits to continue. The scheme involved eight community pharmacists making three visits to two local GP practices over a seven-month period (*C&D* November 5, 1994, p734).

The accredited pharmacists are being offered the opportunity to keep up the liaison, says Dawn Sykes, one of the Health Board's two pharmacist facilitators.

Three practices are being chosen to assess the pharmacists' impact on prescribing. Results are expected in the early autumn.

The Health Board is to run a similar training scheme for a further ten pharmacists, starting at the beginning of October.

Free training for assistants



Why you should pass on the Counterpart training documents in this issue

Last week, *Chemist & Druggist* launched its Cambridge Counterpart Pharmacy Assistant Development Programme with your Pharmacist's Briefing (pp87/88), designed to keep you one step ahead of staff inquiries.

This week, courtesy of co-sponsor Whitehall Laboratories, each subscribing pharmacy gets the first of 13 FREE training modules for assistants, each containing four marking papers.

If your staff need help to satisfy the Royal Pharmaceutical Society's July 1996 requirements for medicine counter staff, then this is your course.

Experienced staff – defined by the Society as having worked for more than 16 hours a week on the medicines counter for three of the last five years – will need to take, and pass, the Society's Multiple Choice Question Paper before July 1, 1996. Staff will take the paper under your supervision in your pharmacy on one of three dates yet to be set by the Society (last week, p76).

The last Counterpart module will be sent out next June, so staff will be able to use the delivered modules to refresh and revise, with your help. The Assistant Module and four marking papers will be inserted in the fourth issue of each month; the Pharmacist's Briefing will be in the previous issue.

Staff who have passed an approved course – the NPA pharmacy assistants manual or the Boots' healthcare assistants course – and were certificated between January, 1992, and July, 1994, will not need to sit a further exam. Neither will staff who complete the NPA's MCA course.

However, other staff will need to take a course accredited by the body appointed by the Society. The Society wants the College of Pharmacy Practice to do the job, but it has yet to say 'yes'. *C&D* will put forward its course.

How assistants self-test

Each module is designed to be used by four assistants – there are spaces at the foot of each column for assistant initials to denote 'section read'.

Each staff member has a test sheet, with its primary practice section to endorse the GP/pharmacist customer referral link. Twenty questions based on Summer Health (Module 1) will be found on the reverse, with tick boxes for each assistant to fill in for pharmacist marking.

All of this is at no cost to the pharmacist or the assistant, other than time well spent. Should your staff wish to be marked interactively over the telephone, or if you want them to have this option, then read on.

Your staff need to use this method if Counterpart is accredited, and the *C&D*/Whitehall course is selected.

Interactive marking

For a registration fee of \$12.50 per assistant, staff can gain access to the Counterpart computerised telephone

marking service.

Use the coupon below to write to *Chemist & Druggist*, enclosing a cheque for the number of staff you wish to participate, and your assistants will receive an individual PIN number by return. They will need this to access the marking service and to ensure confidentiality and security in holding their assessment.

After each module has been absorbed and your staff have completed their test sheets, a call to 0990 274422 will allow interactive marking.

Staff have the option of verifying answers before confirming them, and will have a second chance to answer the module, if needed.

Each member knows their final test result as soon as they leave the phone, and should log their result. A six-month results' summary will be mailed together with a year-end position and course certificate.

Successful completion of each of the 13 modules allows independent marking at less than \$1 a module.

Telephone marking – PIN application form

Names of assistants

1.
2.
3.
4.

I enclose a cheque for ☐ x \$12.50 = \$

Pharmacy address.....

.....Telephone number.....

Supervising pharmacist.....

Registration number.....

Send to: Cambridge Counterpart, *Chemist & Druggist*, Miller Freeman House, Sovereign Way, Tonbridge, Kent TN9 1RW

No dates yet for MCQs

The Royal Pharmaceutical Society is likely to run its multiple choice question paper for assistants one day this autumn and two dates next spring (see *C&D* last week, p76). Roger Odd, head of the Society's practice division, says that, while no dates have been set, the mooted periods are "likely".

Shrewton application lost

A Wiltshire pharmacist has lost his fight to open a pharmacy in the village of Shrewton. Sultan Dajani, pharmacy manager of Edwards Pharmacy in the nearby village of Durrington, lost his appeal against Wiltshire FHSA's decision on the grounds that granting a contract would prejudice medical services.

Suicide verdict

A verdict of suicide was recorded on 42-year-old hospital pharmacist Alastair Gibson, who died on June 20 following an overdose of analgesics. The inquest heard he was being treated for clinical depression. Mr Gibson, of Ovingdean, Brighton, was the technical services principal pharmacist for Brighton Healthcare Trust. He joined Brighton General Hospital in 1982 after a spell at Glasgow's Southern General Hospital.

Cregiau delay

A decision on whether a pharmacy should be allowed to open in the Mid-Glamorgan village of Cregiau has been deferred until September. The application from W O Davies & Sons faces fierce opposition from villagers, who enlisted the help of the local Labour Party in their battle (*C&D* July 1, p5). Mid-Glamorgan FHSA has deferred its decision while it seeks formal advice on the interpretation of the Clothier regulations. The applicant may benefit from the so-called Clothier 'loophole'.

Swansea dispute

The Welsh Office has finally announced its decision on two appeals held on March 17 concerning premises at the M O'Kane & Partners medical centre in Swansea. Kieft Chemists and Howard & Palmer had both appealed against each other's application to relocate to the medical centre. On Monday, Kieft owner Henry Barnes said both appeals had been decided in his favour. The medical centre has been open 18 months. Mr Barnes has already taken up the lease, fitted out and registered the pharmacy.

Trent FHSA's pocket £135,000 ...

Three Trent Region FHSA's have between them secured £135,000 from the Department of Health's \$1 million prescribing fund.

Rotherham FHSA has landed \$50,000 to fund a year-long project examining prescribing advice at the secondary/primary care interface.

In the initiative, 200 patients admitted to hospital due to compliance problems will be issued with pharmacy care plans. Upon discharge, the care plan will be forwarded to the patient's community pharmacy which will provide up to six home visits a year.

The majority of funds will go to remunerate the 34 (out of 43) participating pharmacies; payment is at \$25 per home visit and \$100 for two evening training sessions.

As well as assessing commu-

nity pharmacists' cost-effectiveness, the project will examine hospital/community pharmacist communication, links with GPs and how cost-effectively pharmacists liaise with each other over locum cover, says Rotherham FHSA pharmaceutical adviser Moonie Patel. "If we can show some positive benefits, there may be some local money."

Leicester FHSA, which gets \$35,000 for its GP and community pharmacist repeat prescribing project, is to review, over a six-month period, the regimens of 25 patients receiving six or more items.

Twenty-five GP and pharmacist 'pairings' have been set up in inner city, market town and rural locations. GPs will identify patients for the pharmacist to review; a follow-up meeting will

then be scheduled six months later to assess outcomes. Pharmacists are paid \$25 per hour.

One aim of the project is to initiate closer liaison within the primary care team and identify areas of greatest pharmacist impact, says Leicester's pharmaceutical adviser, Joanne Charles.

Finally, Derbyshire FHSA wins \$50,000 for its repeat prescription review project, which aims to see about 25 community pharmacists liaise with 50-plus GP practices. It pays pharmacists around \$25 an hour to become additional advisers at practice and patient level.

Commenting on the bid, Jeff Worrall, Derbyshire FHSA director of primary healthcare, says: "There is strong evidence nationally that management of repeat prescribing is variable."

... and Anglia and Oxford get £91,000 from DoH \$1m fund

Anglia & Oxford Region has made two successful bids to secure up to \$91,000 of the Department of Health's \$1 million prescribing fund.

Northamptonshire FHSA has won \$24,000 to fund a pilot into community pharmacist-led prescribing audits. The project will see 12 pharmacists looking at three areas of prescribing at individual GP practice level.

Areas of interest include diuretic prescribing, oxygen and nebuliser treatment and rationalising prescribing in practices with a high nursing home case-load. Participants are being paid \$200 per day, based on a seven day per person workload.

Janet Corbett, FHSA prescribing adviser, says the project aims to strengthen inter-professional links, "enabling community pharmacists to see patients as a whole rather than on a script and

to help GPs to recognise pharmacists as a resource".

North West Anglia Health Commission has secured up to \$67,000 to run a pilot which will assess the effect of patient input on outcomes.

The pilot comprises two parts. In the first, GPs identify elderly patients on multiple repeat medication; the pharmacist audits the regimen, medication indications and frequency of review; an action plan is then drawn up, with a three-month follow-up.

In the second part, a domiciliary visit is built into the protocol to discuss side-effect and compliance problems with the patient. Outcomes of both trials will then be compared to assess the effect of patient involvement. The 17 participants are paid \$15 per hour spent on the project, but bonus incentive payments should also become available.

HEA to launch folic acid campaign

The Health Education Authority is to launch the biggest-ever folic acid education campaign later this year.

The \$2.3 million Government-funded project aims to raise awareness of the importance of increasing folic acid intake before conception, and for the first 12 weeks of pregnancy to reduce the risk of neural tube defects. Previous campaigns have not raised awareness as highly as hoped.

The new scheme will also promote the fortification message to food manufacturers in an attempt to boost the range of foods containing folic acid. In the past, the Department of Health has opposed the blanket fortification of foodstuffs, such as flour.

The campaign will be launched to health professionals later in September or October this year, and to the public early next spring, with consumer leaflets and television or press advertising, which will run for two years.

Welsh primary care scheme extended

The Mid-Glamorgan primary care pharmacists' scheme is now being rolled out to other areas.

The Welsh Prescribing Support Project is offering four places to pharmacists, one each from West and South Glamorgan, Gwent and Dyfed. Pharmacists will be trained to liaise with GP practices on developing an inter-disciplinary approach to drug ther-

apy. They will be employed to work within their own area for one year, paid for by the WPSP.

In a separate venture, up to 20 places are being made available for pharmacists wishing to participate in the training scheme. This is being funded by the WPSP, with training being run in conjunction with the Welsh Centre for Post-graduate Pharmacy

Education. The scheme starts in September and will require pharmacists to attend one day a week for eight weeks. It is hoped that funding will be obtained to cover locum expenses.

Interested pharmacists should contact Dr David Temple at the Welsh Centre for Post-graduate Pharmacy Education, tel: 01222 874784.

PHARMACIST PEN PORTRAIT

John Wheeler



● **Qualified** in 1974 after graduating from Sunderland School of Pharmacy and completing pre-registration with Dodds Chemist in Royton, Lancashire.

● **Career** Started in pharmacy at the age of ten, spending school holidays helping out at J Roy Drysdale & Son in Rochdale, Lancashire. After qualifying, spent a year at Fairman's Chemist in Sunderland. Returned to Dodds Chemist in 1975, where he was joint proprietor with Harvey Dodd until 1992, when the business was sold to United Norwest Healthcare.

John then worked as a locum interspersed with world travel. In 1994, he bought Pendle Pharmacy in Brierfield with his pharmacist wife, Karin. He has also been 'on/off' superintendent pharmacist of J Roy Drysdale & Son since 1980.

● **Committees** Secretary of Rochdale Local Pharmaceutical Committee since 1978 and Oldham LPC since 1992 (chairman of Oldham, 1982-85); secretary of Rochdale National Pharmaceutical Association branch and member of Oldham Family Health Services Authority since 1977. Chairman of Bury Royal Pharmaceutical Society branch 1978-82.

● **Hobbies** Genealogy – specialising in own surname worldwide, music, driving and 'the local', which John refers to as the "universality of life".

● **Pharmacy philosophy** "Community pharmacy is currently submitting to a pay and conditions' revolution which is putting pharmacists, in both the independent and multiple sections, under a lot of pressure.

"The future, much like the weather, is unpredictable, but the forecast is good. Acceptance as full members of the primary healthcare team, improvements in standards of both staff and premises, and continued extension of the POM to P list will all enhance job satisfaction."

New 'not a medicine' category

It seems there is a new category of product on the market, courtesy of Britannia Health Products, called a 'not a medicine' (*Letters*, *C&D* July 15). This apparently exhibits all the characteristics of the genuine article, with full scientific justification for its existence, pharmaceutical licences in other countries and an advertising profile almost indistinguishable from the real thing. However, in order to avoid consumer misunderstanding, it is to be labelled 'XXXX is not a medicine'!

This is certainly a novel concept, but if it is a genuine attempt to inform the consumer, I cannot understand the reasoning. A product is either a medicine, with a product licence and therapeutic profile, or it is not.

I suspect the reason for this verbal smokescreen lies more with the time and cost of obtaining the licence than with clarifying confusing legalities.

But, in order to clear up any misunderstandings, this is my unequivocal opinion: "Any product which makes claims of, or implies, medicinal efficacy should require a medicinal licence".

If Britannia Health feels that a change in the licensing regulations is necessary to restrict the use of the title 'medicine', while providing for a new, less onerous, category of licensed 'alternatives', then the company will have my support, but the marketing of 'not medicines' only arouses my deepest suspicions.

'Strength' no cure for insomnia

Stafford-Miller has just launched a higher, 50mg, strength of Nytol on the back of its successful original 25mg formulation. However, the instructions for the original are one or two at night for the temporary relief of sleep

Topical Reflections



which to encourage the re-establishment of natural sleep patterns, rather than demanded products which encourage dependency by 'strength' marketing.

Hope springs eternal

I was interested in the project funded by West Sussex Family Health Services Authority, which allowed the employment of part-time pharmacists within dispensing doctors' surgeries (*C&D* July 15, p78). This was an attempt to reconcile the entrenched positions of both professions in the rural battle and appears to have had some success.

Few have ever denied the desirability of a comprehensive pharmaceutical service, but achieving that has always eluded our negotiators. However, in the reported success of this project, where the advantages of pharmaceutical input into doctor dispensing has apparently been accepted by the participating medical practices, may lie hope.

This principle could, perhaps, now be extended to all dispensing doctors by being included in all FHSA medical and pharmaceutical strategies: that, where dispensing occurs for rural patients, this should ideally only be undertaken under the supervision of a pharmacist.

It could be left to each practice to decide how to best implement this. However, given encouragement from FHSA advisers, most rural dispensing practices would no doubt soon incorporate a pharmacist into their team and extend the limited recommendation to include the advantages of a fully-integrated pharmaceutical service.

disturbance, so I cannot understand the necessity for a higher-strength alternative.

Nytol, in common with most single-ingredient sedating antihistamines, is open to excessive use and cocktail-taking by abusers; it also produces dependency in legitimate users.

I am now adept at identifying the abusers and refuse them Nytol, but sleep-inducing dependency is a more difficult problem, which affects the respectable middle-aged or elderly, and with whom my counselling skills are fully stretched if any intervention is to be of help rather than to offend.

It is to this latter group that 50mg Nytol is being targeted. They are also the most susceptible to long-term dependency, and the introduction of this higher strength can only aggravate the problem by restricting the ability to adjust to a minimum dosage. The problems of insomnia are as complicated as they are real, and I would prefer to have available a range of alternatives with

SCRIPTspecials

Adenoscan

Sanofi Winthrop has introduced Adenoscan (adenosine), a coronary vasodilator for intravenous infusion, to be used in conjunction with radionuclide myocardial perfusion imaging in patients who cannot, or should not, exercise. Each 10ml vial contains 30mg adenosine in a saline solution. A pack of six vials has an NHS price of £80. **Sanofi Winthrop Ltd. Tel: 01483 505515.**

Cicatrín slashed

Following discussions with the Department of Health, the Wellcome Foundation has substantially reduced the prices in its Cicatrín range: 15g cream is now £0.90 (was £4.52), 30g cream £1.80 (£8.22), 15g powder £0.90 (£4.87) and 50g powder £3.00 (£12.31).

The Wellcome Foundation Ltd. Tel: 0161 435 9000.

Stiefel loss

Acne Aid Soap from Stiefel Laboratories has been discontinued from July 10. **Stiefel Laboratories (UK) Ltd. Tel: 01628 810021.**

Initard cancelled

Following on from Novo Nordisk's discontinuation of Human Initard, the company points out that the Wellcome Foundation is not holding any further stocks and is cancelling all remaining orders for the product. **Novo Nordisk Pharmaceuticals Ltd. Tel: 01293 613555.**

Italian style

Nutricia Dietary Products has added more pasta variants to its gluten-free Glutafin and low-protein Loprofin ranges. Glutafin now includes Lasagne and Tagliatelle (basic NHS price £2.56 for 250g); Loprofin has been relaunched and includes Spirals, Macaroni Penne, new Long Spaghetti (all 500g, £2.56) and Vermicelli (250g, £2.56). All products are prescribable. **Nutricia Dietary Products Ltd. Tel: 01225 771801.**

TB boost

The British Lung Foundation has been awarded £90,000 to improve tuberculosis diagnosis, the monitoring of resistant strains and the spread of the disease in the UK.

Glaxo Wellcome gets *H pylori* go-ahead

Glaxo Wellcome has received Medicines Control Agency approval for its *Helicobacter pylori* treatment, Pylorid.

The product, ranitidine bismuth citrate, has been approved for the eradication of *H pylori* and the prevention of relapse of duodenal ulcer when given in conjunction with either amoxycillin or clarithromycin; and the treatment of both duodenal and

benign gastric ulcers.

The recommended dose for the former is 400mg twice daily plus clarithromycin 1-1.5g a day or amoxycillin 2g a day, for two weeks. For the latter: 400mg twice daily for four weeks for duodenal ulcer and for up to eight weeks for gastric ulcers.

Pylorid is expected to hit the UK market within the next few months.

Carace approved post-MI

The ACE inhibitor Carace (lisinopril) has been approved for use in acute myocardial infarction, when given within 24 hours of MI symptoms' onset.

According to the GISSI-3 study, the product reduces overall mortality and the combined outcome measure of mortality and severe ventricular dysfunction. It can be given in conjunc-

tion with other post-MI treatments, such as thrombolytics, aspirin and beta-blockers.

The dose is 5mg for the first two days, rising to 10mg after 48 hours, for a further six weeks. Treatment should be continued in patients who develop congestive heart failure.

Du Pont Pharmaceuticals Ltd. Tel: 01462 482648.

Clomiphene cancer concern

Doctors are being advised to avoid the long-term prescribing of the ovulation-inducing drug clomiphene.

The latest Committee of Safety on Medicines/Medicines Control Agency's 'Current Problems in Pharmacovigilance' recommends the drug should "not normally" be used for more than six cycles, because of a small increase in the absolute risk of ovarian cancer when used for more than 12 menstrual cycles. "However, there is no evidence that clomiphene used for the recommended duration of treatment (three to six months) increases the risk of ovarian cancer," adds the report.

Clomiphene is available as Marion Merrell Dow's Clomid and Serono Laboratories' Serophene. Neither product is recommended for use for longer than six months, with Clomid only advised for use in three cycles.

"We fully support the report," says Serono's medical director, Mercia Page. "Treatment should be reviewed if a patient has not ovulated within six months."

MEDICAL MATTERS

Immunisation changes in the offing

The Department of Health is expected to introduce new immunisation policies.

Some changes are anticipated in the new GPs' guide to immunisation policy, in particular a revamped approach to measles, where "several options are being considered", says a spokesperson for the DoH.

A report in *GP* magazine suggests these may include vaccination campaigns repeated every four to six years; and a pre-school/school-age MMR or MR booster. In addition, changes to *Haemophilus influenzae* type b vaccine supply are likely, once a study examining the interchangeability of the two available vaccine brands is concluded; and alterations to the tuberculosis vaccination programme.

The changes will be announced in the new *Immunisation Against Infectious Diseases*.

Doctors urged to take the sugar-free option

Doctors are being encouraged to take the lead in the dental decay battle by prescribing sugar-free medicines.

In an editorial in the *British Medical Journal*, Dr Iain Mackie, senior lecturer at the department of oral health and development at the University of Manchester Dental Hospital, revealed that a sugar-free campaign in the north

west of England was greeted with enthusiasm from pharmacists, but doctors rarely prescribed the sugar-free variant.

Not only were pharmacists prevented from switching to the sugar-free variety by current regulations but "the act of prescribing medicines with sugar was seen as endorsing their use", writes Dr Mackie.

Resistance the biggest issue

Doctors and pharmacists are becoming increasingly concerned about the threat of antibiotic resistance, if the results of a new study are anything to go by.

A survey of 92 hospital doctors and pharmacists revealed 90 per cent rated antibiotic resistance very important in the selection of an antibiotic, compared to only 38 per cent whose primary concern was cost.

Staphylococcus aureus was cited as the most commonly-encountered pathogen in the Bayer-supported survey, conducted after a series of workshops on current aspects of hospital infection. Survey respondents said they frequently turned to quinolones when first choice antibiotics, which were usually betalactams or cephalosporins, failed.

For relief
from eczema,
employ a
double agent.



Presenting Double Agent Eurax Hc.

Mission: To locate and eliminate itching and inflammation caused by mild to moderate eczema, contact dermatitis and insect bites.

Weapons: Crodamiton to relieve itching, Hydrocortisone to reduce inflammation.

Duration of Mission: Up to 10 hours.

Status: The only combination steroidal product available OTC for eczema.

Eurax Hc. Licence to Quell.



alba ZYMA HEALTHCARE IS PART OF THE CIBA GROUP

ACTIVE INGREDIENTS: Eurax Hc contains Crodamiton BP 10% and Hydrocortisone BP 0.25%. Indications: Relief of inflammation and pruritus associated with irritant contact dermatitis, allergic contact dermatitis, insect bite reactions and mild to moderate eczema. DOSAGE AND ADMINISTRATION: Adults and children over 10 years: Apply sparingly over a small area twice a day for a maximum period of 1 week. Occlusive dressings should not be used. Not recommended for children under 10 years. Contra Indications: Hypersensitivity to any component of the formulation. Bacterial, viral or fungal infections of the skin. Acute exudative dermatoses. Application to ulcerated areas. Use on the eyes/face, ano-genital region, broken or infected skin including cold sores, acne and athletes foot. Side-effects: Occasionally at the site of application signs of irritation such as a burning sensation, itching, contact dermatitis/contact allergy may occur. Use in pregnancy and lactation. Use in pregnancy or lactation should only be at the doctor's discretion. LEGAL CATEGORY: P. PRODUCT LICENCE NUMBER: 0001/5010R. DISTRIBUTOR: Zyma Healthcare, Holmwood, RH5 4NU. DATE OF PREPARATION: April 1995. PRICE: £2.59. 0595/089

Cow & Gate enters non-foods market with Breast Pad

Cow & Gate marks its debut in the baby care, non-food sector with the launch of Breast Pads (30, £2.99).

For the retailer, the brand offers an approximate 21 per cent POR and easy merchandising, packs can be stacked vertically, horizontally or on end. The launch should also encourage early loyalty to the C&G brand, the company says.

The breast pads market, currently worth \$5 million at rsp, is expected to continue its 15-plus per cent year on year growth. Cow & Gate anticipates



grabbing 20 per cent of sales after 18 months, with grocery increasing its 9.4 per cent slice by poaching from Boots.

Breast Pads' August 1 launch will be supported

by a £2.69 introductory price offer, Emma's gift pack sampling and leaflet with coupon drop.

Cow & Gate Nutricia Ltd.
Tel: 01225 768381.

More impact for Senokot



Reckitt & Colman has repackaged its stimulant laxative, Senokot.

Available in tablets, granules and syrup, the update incorporates a new logo and stronger colours for more on-shelf presence.

Reckitt & Colman Products Ltd. Tel: 01482 326151.

Germ-free travelling

Swiss Clean has launched an 'Anti-germ travel kit'.

It comprises four products: a disinfectant spray, wipes, soap and water tablets. It retails at £19.95.

Display material is available.

Perma-Jeune Ltd. Tel: 0171 580 6900.

First aid for off the beaten track

A new first aid kit is now available for travellers venturing off the beaten track.

The Travel Mate (£8.84) from Sweeney contains a wide range of medical equipment: three syringes, ten needles, one

pack of suture material, one drip needle, five steristrips, three melolin non-stick dressings, four injection swabs and one label for blood notation.

Sweeney First Aid Supplies. Tel: 01926 426621.

Dramamine charity bonus offer

A new display outer for Dramamine packs is now available in a special 14 for 12 offer.

The pack is designed to be more consumer-friendly and graphically communicates the benefits of the product while supporting the

NSPCC Happy Traveller Appeal.

The bonus pack is only available during the summer period and Searle is giving a donation to the NSPCC for every pack sold.

G D Searle & Co Ltd. Tel: 01494 521124.



You can counter on Nurofen

Crookes Healthcare is introducing a new pharmacy counter unit.

It features both 12- and 24-packs of Nurofen and Nurofen Plus and incorporates a new consumer leaflet, 'The Nurofen Guide to Choosing the Right Painkiller', which answers the most common questions posed on analgesic selection and pain management.



Crookes Healthcare Ltd.
Tel: 0115 9507431.

Selfcare fertility management

Selfcare is a new range of fertility management products from Royce Laboratories.

The six-strong portfolio comprises:

- **First Signal** pregnancy test kit, which gives a reading on the first day of a missed period. It is available in three formats: a test cassette, where urine is dropped into the sample well (retail £6.95), and stick, which is kept under the urine flow (one test £7.95, two £10.45)

- **YourTime** ovulation predictor kit. Urine is dropped into the test cassette to determine whether ovulation will occur within 24 hours. A five-test kit costs £17.95

- **BioSelf**, a micro-computer connected to a precision thermometer,

which determines the fertile period via temperature readings (£114.95)

- **FloraClear**, a screening test for bacterial vaginosis (£8.95).

Promotional and educational material is available, with back-up from a customer care helpline (9.00am-5.00pm, Mondays to Fridays).

All products have a minimum POR of 30 per cent, and Royce Laboratories is offering introductory free stock.

The products will be available direct from Royce and wholesalers from September. A national advertising campaign coincides with the launch.

Royce Laboratories Ltd.
Tel: 01427 891911.

J&J is spot on

Johnson & Johnson is boosting its Clean & Clear range with the addition of three new products.

Invisible Blemish Gel (£3.29, 20ml), available in maximum strength and sensitive skin variants, is a spot treatment, while **Deep Action Cleansing Wash** (£3.29, 150ml) has a 'whipped cream' formula for deep cleansing.

Clean & Clear is currently being supported by a £1 million regional TV campaign and a high-profile support package in the teenage press.

Johnson & Johnson Ltd.
Tel: 01628 822222.

Wisdom's smile grows wider

Wisdom is spending \$1.6 million on advertising this summer, including a TV campaign backed up with nationwide posters on four- and 48-sheet sites.

The 30- and ten-second commercials are on air now and run until the end of October.

They focus on

Wisdom's latest toothbrush, Contour, with the theme, 'Wisdom worth a million smiles' and give it an upbeat image.

Wisdom Toothbrushes, Division of Addis Ltd.
01440 714800.



ON

3rd-4th SEPTEMBER 1995

THE WEMBLEY EXHIBITION CENTRE

LONDON • ENGLAND

In Essence the
Beauty Business -
Concentrated
into 2 Days

☆ Fragrance

☆ Suncare

☆ Skincare

☆ Cosmetics

☆ Haircare

☆ Oral Hygiene

☆ International Pavilion



Call Now on
01304 614644

For Pre Registration details

Country herb fragrance spices up Bronnley's portfolio

English Country Herb is the new fragrance in the Bronnley portfolio.

The collection is built around four herbal themes – Garden, Meadow, Woodland and Hedgerow – and has a number of new gift items, including a room spray, herbal candle and pot pourri.

The range comprises: herbal bath relaxant (250ml, \$6.95); assorted herb hand soaps (4 x 100g, \$14.95); assorted herb guest soaps (4 x 50g, \$7.95); individual herb hand soap (100g, \$2.25); herb shower soap on a rope (200g, \$5.95); perfumed herb



candle (\$6.95); fragrant herbal room spray (125ml, \$5.95); herb pot pourri (150g, \$7.95) and

pot pourri reviver (10ml, \$3.75).

H Bronnley & Co Ltd. Tel: 01280 702291.

Dustmites bite the dust

Two new products from Secto are set to bring relief from the problems of dustmites and household allergens.

Secto Allergen Control and Dustmite Control have been developed by Sinclair Animal and Household Care's research and development team. They are derived from natural materials.

A patent has been applied for for the formulations, which render the allergen particles harmless.

The allergen control is applied by spraying the formula onto affected areas, particularly bedding, mattresses and pillows. It will not stain or discolour fabrics. The retail price is £4.95 per 300ml spray.

The dustmite control is sprayed onto bedding, pillows, etc, and in tests was found to be more effective than insecticide-based formulations.

Both products are to be launched at this year's Chemex (September 3-4, at Wembley).

Secto Division, Sinclair Animal and Household Care Ltd. Tel: 01427 810231.

Gift set combinations give Elida Gibbs strong Christmas presence

The 1995 collection of Christmas sets from Elida Gibbs combines new designs and popular product combinations – all supported by advertising – across the portfolio of Lynx, Lynx Systeme, Brut, Brut Aquatonic and Denim.

There are three packs available in Lynx: a travel bag containing a body spray, shower gel and after shave (\$12.49); shower gel and body spray combo (\$4.19); and a body spray and after shave (\$5.69).

There are two new sets in Lynx Systeme: a shower gel twinned with a moisturising shaving

gel (\$4.69), and a deodorant and after shave (\$9.35).

There are two Brut packs: a deo and shower gel (\$4.19); and a deo and light after shave (\$6.99).

Brut Aquatonic has three: a travel bag with body spray, shower gel and light after shave (\$10.99); and two twin sets (body spray/shower gel, \$4.49; and after shave/body spray, \$7.99).

And there are two Denim gift sets: a body spray twinning with a shower gel (\$3.49); and a body spray and an after shave combo (\$6.25).

Elida Gibbs Ltd. Tel: 0171 486 1200.

Wicked nails

A new colour of nail polish, available from Spectacular Cosmetics and called Wicked Wine, is now on the market. It is a variation on the colour made fashionable by Uma Thurman in the film 'Pulp Fiction'.

A matching lip colour is also available. Both retail at \$0.99.

Spectacular Cosmetics Ltd. Tel: 0181 903 2030.

Sweet summer

Crookes Healthcare's Sweetex tablets is currently running an on-pack promotion, offering consumers 'two for the price of one' for tickets to over 100 UK leisure attractions.

The offer is part of the brand's \$3 million marketing and promotions package. **Crookes Healthcare Ltd. Tel: 0115 9507431.**

Sensodyne brushing up with Barbie

There are two new character toothbrush ranges from Sensodyne.

Targeting Barbie fans are new Barbie brushes (£1.69). There are three to choose from – Party Changes, Hollywood Hair and Secret Hearts. Barbie is currently the world's number one-selling girl's toy brand.

For younger children (aged under four years

old), there is the new World of Beatrix Potter range, featuring Peter Rabbit, Benjamin Bunny, Jemima Puddle-duck and Mrs Tigglywinkle (rsp £1.65). The brushes feature long, slim necks with a broad handle to make them easier to use and bristles which are gentle on young gums. **Stafford-Miller Ltd. Tel: 01707 331001.**

Lift off for life with Cutex colour

This winter, Cutex is introducing two new products to give 'Instant Life' to the complexion.

Instant Lift Foundation and Instant Lift Concealer contain rejuvelin, a skin-firming complex.

The foundation also contains a sunscreen and is enriched with moisturisers and skin conditioners, silk powder, pro-vitamin B5 and vitamin E. Available in four shades (ivory lift, rose lift, beige lift and

amber lift) and presented in a gold tube with navy cap, it will retail at \$5.49. There will be a special trial size available prior to launch.

The concealer is for the under eye area and, again, is enriched with moisturisers. Available in two shades, light and nude, and presented in a navy and gold tube, it will retail at \$3.49.

Both products will be available from October. **Rimmel International Ltd. Tel: 01233 625076.**

Stuck on nails an Elegant Touch



A new press campaign for Elegant Touch's Stickers kicks off in August issues of *Mizz*, *Just 17*, *More!* and *19*.

It will be seen again in October editions.

The tongue in cheek ad's visuals show a man's bare back being clawed by three different female hands, with the strapline 'Nails are back!'

The nails on the hands are decorated with Stickers and when readers turn over the page, they are given clear step by step instructions on how to use the product.

Original Additions (Beauty Products) Ltd. Tel: 0181 573 9907.



PERFECT PACKAGE



- Lennon Pharmaceuticals' individually blistered calendar packs contain full patient information leaflets to comply with European Directive 92/27/EEC.
- Lennon calendar packs only take a minute to dispense, saving you time.
- Lennon individual packaging helps build patient loyalty.
- With Lennon Pharmaceuticals you get exactly what you order including daily deliveries.
- Lennon Pharmaceuticals provide a quality range at competitive prices – a perfect package.

Call our Helpline on **01484 608886** for an explanatory booklet on the EC Directive.

LENNON
PHARMACEUTICALS

BECAUSE YOUR TIME IS INDISPENSABLE

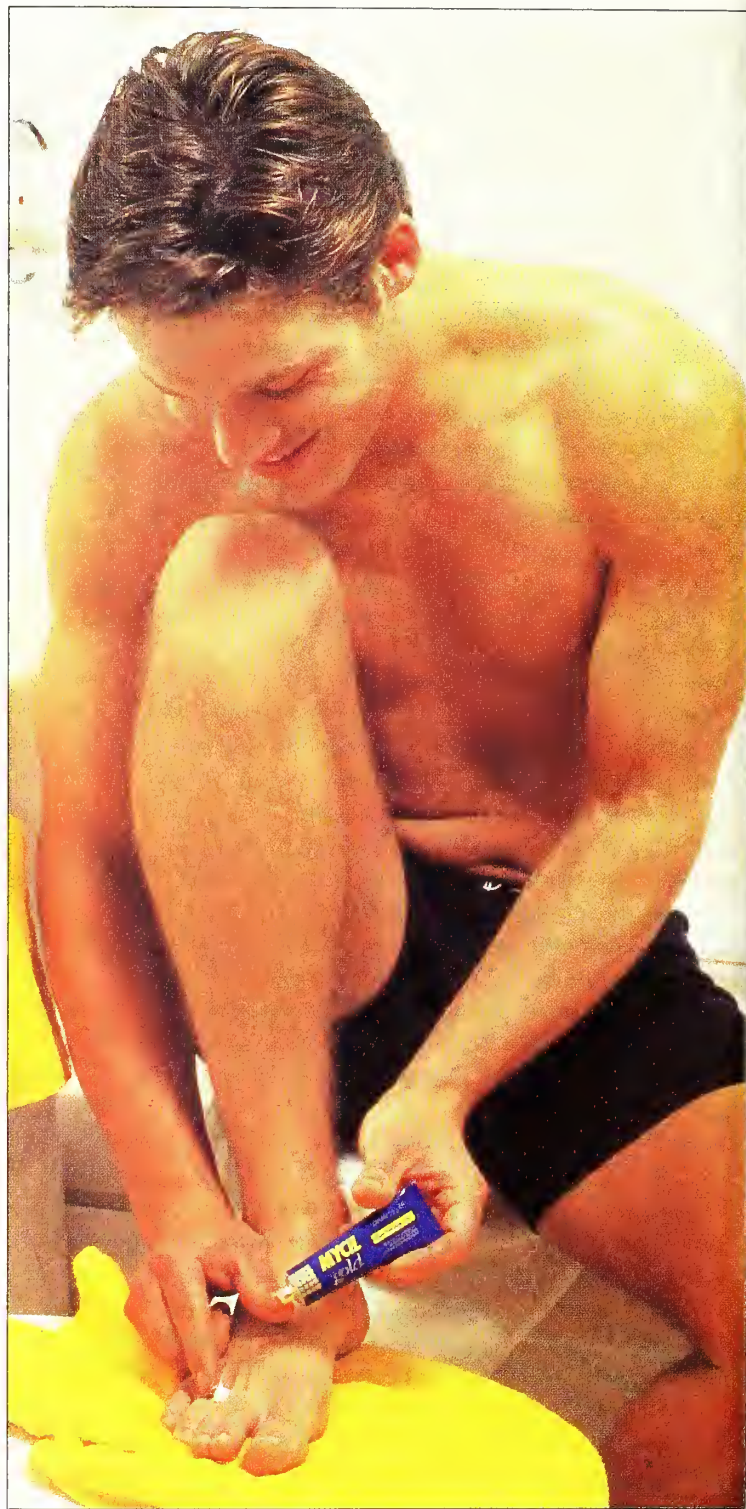
Fighting off fungal infections

Fungal infections, such as athlete's foot, are among the most common dermatological problems, affecting more than one in seven people. And now that the hot summer season is upon us, it's the ideal environment for these types of infections to thrive. The good news is that treating fungal infections has never been easier.

Although not life threatening, fungal infections often cause distress, discomfort and embarrassment. Most fungal infections are very contagious and can quickly spread from person to person without direct body contact, so a treatment which is easy to use, provides quick relief and acts rapidly to kill the infection is particularly essential. Mycil Gold Clotrimazole, Mycil's new broad spectrum, P-status antifungal cream which contains clotrimazole 1 per cent, does exactly that. It is highly effective in the treatment of persistent cases of athlete's foot and dermatophytic infections such as ringworm and dhotie itch, and yeast infections such as intertrigo and fungal nappy rash. With Mycil already firmly

established as the UK's top selling brand of athlete's foot treatment, the addition of Mycil Gold Clotrimazole completes the range of products (Mycil Athlete's Foot spray, powder and ointment) which contain tolnaftate, an ingredient proven in the treatment and prevention of mild to moderate cases of athlete's foot.

Crookes Healthcare's Rebecca Judd, who is overseeing the launch, says: "It is important for those suffering from more persistent or recurring cases of athlete's foot to seek the professional advice and treatment recommendation of a pharmacist. Mycil Gold Clotrimazole, as a Pharmacy-Only product, fulfils this role and has the added benefit of being a product with a familiar and trusted name. Clotrimazole



is a proven broad spectrum antifungal and Mycil Gold therefore is effective in treating a wide range of fungal infections as well."

The Power of Clotrimazole

OTC topical imidazoles have in recent years been the most widely used antifungal drugs. They include clotrimazole, econazole and miconazole. These are broad spectrum and are often used for

fungal skin infections. There are two types of antifungals: fungistatics which inhibit the growth of the fungus and fungicidal which kill the fungus. Clotrimazole is fungicidal by impairing amino acid uptake through the cytoplasmic membrane of the fungi. Clotrimazole, as 1 per cent solution or 1 per cent cream, is effective in the treatment of dermatophytoses,

candidiasis and pityriasis versicolor.

The Low Down on Common Fungal Infections

The two most common fungi that infect the skin are yeasts and dermatophytes. The fungi which cause skin disease normally invade the keratin (horny) layer where there is little resistance, but rarely penetrate deeper. This causes the associated symptoms such as rashes, split skin and severe itching and/ or burning. Both dermatophytes and yeasts thrive in moist, warm areas of the body, particularly in between toes, fingers, body folds, the groin and ano-genital region. Of all the fungal infections, athlete's foot is by far the most common. Although anyone can get it, those affected tend to be sporty people. Therefore, the teenage years up to the mid-30s is the most common age range and men are most likely to suffer from the condition. However, athlete's foot seems to be increasing more quickly among women. People with

naturally sweaty feet are also more prone. For mild to moderate cases, recommend an antifungal treatment such as Mycil Athlete's Foot spray, powder or ointment which all contain tolnaftate. The powder and ointment also contain the ingredients chlorhexidine hydrochloride and benzalkonium chloride respectively to ward off secondary bacterial infection. The ointment and spray are best used first, applied directly to the sore areas to bring fast relief, although the spray should not be used on broken skin. The powder is good for daily use, helping to absorb excess moisture and to prevent a repeat attack. Always advise sufferers to treat the condition for at least a week after symptoms have cleared up. People who exercise daily and those who are more susceptible to athlete's foot than others can suffer with repeated attacks or simply have trouble clearing up an infection. For persistent cases, there is nothing more powerful available over the counter than Mycil Gold Clotrimazole.

Educational Resources

With the launch of Mycil Gold Clotrimazole, Mycil is investing heavily in supporting the healthcare professional and has produced a range of educational materials. A "Guide to fungal infections" is produced as an educational resource to help pharmacists suggest the best treatment and prevention methods for the most common dermatophytic and yeast infections. The guide is designed as an aid to diagnosing symptoms, identifies people most likely to be affected and offers self help advice for treatment and prevention. To help identify these conditions, an 'at a glance' card features photographs of fungal infections alongside a description of symptoms to look for. For pharmacy assistants, Mycil has produced the pharmacy assistants' training module - "A step by step guide to athlete's foot" - which offers information and advice on athlete's foot and how to help customers who enquire about it. According to a recent Mycil survey in



OTC only 13 per cent of pharmacy assistants feel equipped to answer questions on foot care all of the time and over 30 per cent of respondents said they gave advice on foot care several times a week or more. A guide on athlete's foot and foot care will help ensure that all relevant staff can effectively deal with customer questions and recommend the appropriate treatment. Mycil has also produced an information leaflet "A step by step guide to healthy feet" to help health professionals give advice on athlete's foot. Produced with the help of the London Foot Hospital, the leaflet describes the symptoms and causes of athlete's foot and how to treat it.



PRODUCT INFORMATION
Mycil Gold Clotrimazole topical antifungal cream containing 1% clotrimazole. Use: Broad spectrum antifungal cream for the treatment of athlete's foot, and other fungal infections such as dhotie itch, intertrigo, fungal nappy rash and ringworm. Contra-indications: Hypersensitivity to any ingredients. Precautions: Do not use in or near eye. Not recommended for use in pregnancy and lactation. Dosage: Apply to the affected area thinly and evenly 2-3 times daily. Side effects: Rarely, mild, transient, burning or irritation after applying the cream. Packaging Quantities: 20g tube - 1 P, rrp £2.99 PL 10622/0004 Licence holder: Cusi (UK) Ltd, Haslemere, Surrey GU27 1JL. Manufactured by Laleham Healthcare Ltd, Alton, Hants GU34 2QR. Mycil Athlete's Foot Spray containing Tolnaftate 1% w/w, Mycil ointment containing Tolnaftate 1% w/w and Benzalkonium Chloride 0.1%, Mycil powder containing Tolnaftate 1% w/w and Chlorhexidine Hydrochloride 0.25% w/w. Use: Treatment and prevention of athlete's foot. Contra-indications: Hypersensitivity to any of the ingredients. Precautions: None. Dosage: Apply liberally after washing and drying the feet, morning and night. Continue for at least a week after infection has cleared up. Side effects: None known. Quantities: Sprav 150ml can, rrp £2.65, PL 0327/0070 GSL. Powder 55g plastic tin pack, rrp £2.40, PL 0327 0069 GSL. Ointment 25g tube, rrp £1.65, PL 0327 0071 GSL. Licence holder: Crookes Healthcare Ltd NG2 3AA

I would like to receive copies of (please tick) and send to Mycil/FREEPOST, PO Box 193, Nottingham NG3 1BR
You do not need a stamp

Step by step guide to athlete's foot ☐

A guide to fungal infections ☐

Customer leaflet 10 copies ☐
20 copies ☐

Name.....

Address:.....
.....
.....
.....

Very tasty.



Very tasty indeed.



Introducing new Nicotinell Gum. A nicotine gum specially created to give smokers a taste for quitting. Available in great tasting Original and Mint, in handy packs of 24 or 96. Furthermore,

we'll be supporting its launch with a massive £1.8 million press and PR campaign. So stock up now. Meanwhile, here's something to chew over – what will you do with all those tasty profits?

'NICOTINELL' IS A REGISTERED TRADEMARK

NIC 7/95

Presentation: Oblong, buff coloured chewing gum. Each piece contains 2mg of nicotine. Nicotinell Chewing Gum is available in original or mint flavour. **Indication:** Treatment of nicotine dependence as an aid to smoking cessation. **Dosage:** Stop smoking completely when starting treatment. One piece of Nicotinell gum to be chewed when the user feels the urge to smoke. Usual dosage is 8-12 pieces per day, up to a maximum of 15 pieces per day. After three months usage should be progressively reduced until stopped completely. Not to be used by children. **Contraindications:** Non-smokers, children. As with smoking, Nicotinell Gum is contraindicated during pregnancy and lactation, acute myocardial infarction, unstable or worsening angina pectoris, severe cardiac arrhythmias, and recent cerebrovascular accident. **Precautions:** Patients with gastritis, peptic ulcer, hypertension, stable angina pectoris, cerebrovascular disease, occlusive peripheral arterial disease, heart failure, hyperthyroidism, diabetes mellitus, renal or hepatic impairment. **Keep out of the reach of children at all times.** **Side effects:** Increased salivation, slight throat irritation, hiccups, indigestion, heartburn. **Legal category:** P. **Packs:** NICOTINELL ORIGINAL CHEWING GUM 2mg (PL0001/0195) in packs of 24 and 96 (Trade Price 24s – £2.57, 96s – £7.70, Retail Price 24s – £4.50, 96s – £13.50) NICOTINELL MINT CHEWING GUM 2mg (PL0001/0197) in packs of 24 and 96 (Trade Price 24s – £2.57, 96s – £7.70, Retail Price 24s – £4.50, 96s – £13.50). **PL Holder:** Ciba-Geigy plc, Macclesfield SK10 2NX. Further information is available from Zyma Healthcare, Nolimwood RNS 4NU. **Date of preparation:** 1 June 1995

ZYMA HEALTHCARE IS PART OF THE CIBA GROUP

New camera from Polaroid makes itself talk of the town

Polaroid has introduced a new era of instant picture cameras.

The new 636 Talking Camera (\$39.99) has a user-recordable voice chip. A selector switch on the top of the camera allows the photographer to record an eight-second personal message and then play it back as the picture is taken.

There are also three pre-recorded funny messages. Powered by the Polaroid Type 600 film pack battery, it offers 100,000 record/playback cycles.

As an introductory offer, the camera is currently available packaged in a gift set



containing a camera plus a free pack of film (which retails at \$11.49).

● For Christmas, a new television advertising campaign will break in the UK promoting special offers on Polaroid cameras for the key gift-buying period. The three new executions in the

campaign, 'Ice Cream', 'Gift' and 'Mirror', have been developed to communicate both the offers and the fun positioning of Polaroid. The theme of the campaign is: 'Beware! Polaroid cameras are now at a special price'. **Polaroid (UK) Ltd. Tel: 01727 859191.**

Robinson's distribution

Belfast-based Gillespie & Company is expanding the distribution partnership with Robinson Healthcare to include Northern Ireland. **Gillespie & Company. Tel: 01232 351251.**

Potty over Beatrix Potter

Two Dixcel ranges featuring the Beatrix Potter children's book characters are being relaunched during the summer.

The upgraded Dixcel Beatrix Potter Facial Tissues are available now, while the improved Dixcel Beatrix Potter Kitchen Towel will be introduced at the end of August. **Jamont UK Ltd. Tel: 0181 864 5411.**

August at AAH

Top of the best buys in AAH's monthly offers magazine for August are Cow & Gate packet foods, Oral B toothbrushes and Macleans toothpaste. **AAH Pharmaceuticals Ltd. Tel: 01928 717070.**

Aquafresh on TV

Smithkline Beecham's Aquafresh is on TV in August for four weeks. The ads use special effects to create images of water and freshness. **Smithkline Beecham Consumer Healthcare. Tel: 0181 560 5151.**

Ramer relaunch

Ramer is soon to relaunch its body and bath sponges under the Aqua Images brand. **Ramer Ltd. Tel: 01276 63192.**

Hermesetas update

Original Hermesetas 1200 have been repackaged in a new dispenser which features a safety ring, making it tamper-proof. **The Jenks Group. Tel: 01494 442446.**

Full of character

The latest character toiletries for kids from Prelude feature Animaniacs – the latest cartoon characters from the Warner Brothers and Steven Spielberg stable. **Prelude UK Ltd. Tel: 0191 233 0293.**

Eau de Ozbek

The latest fashion designer to launch a fragrance is Rifat Ozbek. The freesia and peach perfume will roll out in Harvey Nichols in mid-August, and go nationwide in September.

Kodak goes ape

Kodak's new ad campaign broke last week in national newspapers and colour magazines, featuring a smiling gorilla! The ads run until September, coinciding with a Kodak consumer competition where two family holidays in California can be won. **Kodak Processing Companies Ltd. Tel: 01442 61122.**

ON TV NEXT WEEK

Alka-Seltzer: GMTV, satellite

Anadin Extra: All areas except GTV, U, STV, B, CTV, TT

Bazuka: G, B, Y, TT

Beckmann Stain Devils: GMTV

Colgate Total: All areas

Colour Direct: All areas

Dove Bar: All areas

Dove Shower: All areas

Fujicolor Super G Film: All areas

Imperial Leather Extra Care: All areas

Johnson's Baby Lotion: All areas

Matey Bubble Bath: C4 & satellite

Mum Deodorant: All areas except B, CTV, W, GMTV

Neat Feat: C, A, HTV, W, M, CAR, GMTV

Oz Descaler: GMTV

Palmolive 2-in-1: All areas

Rennie: All areas

Slim Fast: All areas

Wella Liquid Hair: GTV, U, A, HTV, W, M, C4

Wisdom Contour: All areas

GTV Grampian, **B** Border, **BSkyB** British Sky Broadcasting, **C** Central, **CTV** Channel Islands, **LWT** London Weekend, **C4** Channel 4, **U** Ulster, **G** Granada, **A** Anglia, **CAR** Carlton, **GMTV** Breakfast Television, **STV** Scotland (central), **Y** Yorkshire, **HTV** Wales & West, **M** Meridian, **TT** Tyne Tees, **W** Westcountry

Those lazy, hazy days of summer

Lazy Days is the latest addition to the Zorbit range of co-ordinated baby-care bedding and accessories.

The design features

bunny and bear characters and an ABC pattern against a gingham background. **Zorbit Babycare. Tel: 01942 497191.**

Bach's leaflet comes to the rescue



A Nelson & Co has revised and updated its consumer leaflet into a fully-illustrated guide entitled 'How Bach Flower Remedies Can Help You'.

The eight-page leaflet details how to select the right remedy for the right emotion. It also emphasises the heritage of the brand, and the early pioneering work of Dr Edward Bach, who

developed the Bach Flower Remedies in the 1930s.

The leaflet fits into a merchandising unit which can be provided, and free copies are available from territory managers. A new booklet, 'The Work of Dr Edward Bach' (\$1.99), is also available to slot into the unit.

A Nelson & Co Ltd. Tel: 0181 946 8527.

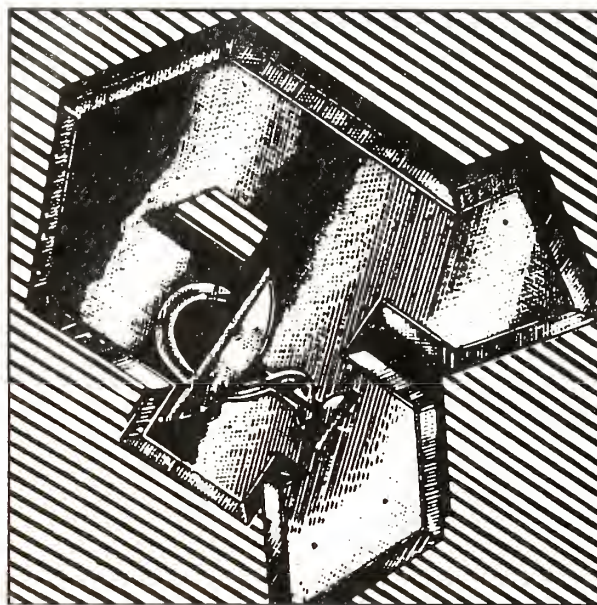
German court rules price fixing is unconstitutional

The cornerstone of the German government's cost-cutting health reforms is threatened by a decision of the Federal Court on Social Matters to ban the imposition of a maximum reimbursement level on drug costs by the health insurance schemes, which has been saving some DM2 billion per annum.

The challenge came in a case brought by Bayer. The company claimed it had lost DM14 million since the health reforms forced it to reduce the price tag on Adalat preparations.

The court has ruled price fixing by the health insurance schemes and doctors' association was unlawful, as this was the sole responsibility of the government.

In the view of the court, the present arrangement infringes the professional freedom of the drug companies enshrined in the constitution, since they are not represented on the price-fixing committees, although greatly affected by their activities.



These committees meet every six months to fix new price levels and the pharmaceutical industry is invited to do no more than com-

ment and to make suggestions.

The implications of this judgment could be enormous and an appeal seems inevitable.

(Micro) chips with everything

Following the nationwide introduction of the social insurance card, and 20 other chip card projects under development, a two-year trial of the A-card (A for Apotheke = Pharmacy) is to start in July in a small German town of around 60,000 inhabitants served by 50 medical practices and 23 pharmacies. Chip cards and card terminals will be supplied free to the participants.

The card will contain 13 categories of data, including medical history, allergies, vaccinations and details of x-rays. The pharmaceutical information will cover the national code number of the

medication, pack size, trade name, dosage form, date of supply and name of the dispensing pharmacy for up to 50 drug treatments. Medical and pharmaceutical files can be read by doctors. Pharmacists can only read the latter, but they will also be able to enter details of medication. Use of the card by both patients, doctors and pharmacists will be optional.

Credit or instant debit cards are rarely used in German pharmacies where customers still prefer cash. However, the German Pharmacists' and Doctors' Bank believes this will soon change.

Half-full or half-empty?

Differences in interpretation of figures from a survey published by BKK, one of Germany's large health insurance schemes, on advice given to patients in pharmacies were highlighted by the president of ABDA in the memorable phrase: "You should never believe statistics that you haven't made up yourself!"

Using the figures to support its campaign to supply chronic medication by post, BKK alleged that the notion of the pharmacy as a source of advice was a fiction.

ABDA, however, declared the figures showed seven out of ten patients received advice from the pharmacist when supplied with prescription drugs, and when sold OTC medicines.

ABDA also pointed to the novel approaches some insurance companies use to gain business. The same insurance scheme offered to pay £10 of the cost of dancing classes for its members, while its competitors were staging cookery courses and poolside parties, with only the slimmest connection with health matters.

The country's largest scheme has recently opened an office in Majorca, presumably to deal with the sizeable resident German community and the summer invasion of holidaymakers.

Together we stand divided we fall

A joint national association of GPs and pharmacists has recently been founded by ABDA in co-operation with the professional society of German family doctors, with the declared aims of improving drug therapy, reducing the risks of treatment and the costs of illness.

The aims are to be realised by working groups of the two professions meeting regularly at national, regional and local level to improve the quality of advice on drugs and the supply of medication. However, according to the founders of the new organisation, the boundaries between medical therapy and pharmaceutical advice are to remain intact.

One possible reason for this official coming together is that both professions feel financially threatened by the increasingly-aggressive stance of the health insurance schemes, desperate to keep premiums down before the free-for-all next year, when Germans will be able to choose between the numerous schemes.

The drastic reduction in prescribing when doctors were first allocated budgets for drugs, dressings and medical aids in 1993 seems to have worn off to such an extent that some have received letters threatening 'fines' of up to £21,000 unless the budget overshoot of the first quarter of 1995 is reversed.

Doctors in the former East Germany and Berlin have been accused of being extravagant and one gynaecological practice has been warned by the regional medical association that it could face losing over £40,000.

The tone of the annual conference of German doctors was more moderate this year, without any of the anti-pharmacist motions of 1994. Delegates decisively rejected the licensing of medicines of unproven efficacy and the continued financing of alternative treatment methods by the health insurance schemes.

Medical assistance in euthanasia was also ruled out and concern expressed about developments in this direction in neighbouring Holland.

The use of illegally imported organs for transplant from third world countries and the taking of x-rays of asylum-seekers to determine their age were condemned.

Praise for the British independents!

The London-based correspondent of a German pharmaceutical magazine has reported that when supplies of his favourite toothpaste (Colgate Fluorigard Gel-Kam) ran out, attempts to buy it in a London branch of Boots met with blank looks.

The well informed customer, assured by Colgate's headquarters that this unusual brand should be available in all Boots' stores, persisted, and the luckless

Boots' pharmacist promised to find out whether he could get it.

Ten days later, the answer came back, yes, but it would take up to two weeks. This period expired without success, so the customer went to a small independent pharmacy where the friendly pharmacist recognised the name immediately, promised to order it and telephoned the customer two days later to say it was available for collection!

These reports come from a correspondent with acknowledgements to the German pharmaceutical press: *Deutsche Apotheker Zeitung* and *Pharmaceutische Zeitung*.



Kodak and Gold are trade marks.

Stake Your Claim

DON'T MISS THIS POWERFUL CONSUMER OFFER, ON-PACKS NOW

An Entertainment Card on every promotional pack of Kodak Gold film which entitles the consumer to 50% discount* at selected venues.

Take your final opportunity to
Stake Your Claim To

£10,000

Enter this exciting competition through your Kodak or Chemist Broker representative and you could be one of 5 winners who will receive their share of £10,000 at Charingworth Manor Country House Hotel in October.

Claim your share of the Kodak Gold film business, and
"Stake Your Claim"
in the 1995 Kodak Gold film pharmacy-only promotion.

Closing date for competition entries is **September 11th, 1995**. For further information, or to arrange a representative's visit, please call Dawn Sutcliffe, Kodak Limited, Consumer Imaging on 01442 845038

Is your film as good as GOLD?

* Consumer offer - Entertainment Card valid until 31/12/95



Unwelcome baggage



Sinclair Stammers/Science Photo Library

Foreign travel is commonplace today, but visitors abroad can come home with more than they bargained for. **Dr Tom Doherty**, senior registrar in tropical medicine at the London Hospital for Tropical Diseases, looks at parasitical infections the more adventurous traveller might encounter

Every year more than eight million Britons travel to the tropics in search of sun, sea or adventure, and increasingly are returning with the sort of sou-

venirs which they would rather leave behind.

Malaria can kill and is obviously the most important, but there are numerous less spectacular parasites eagerly awaiting a stray traveller. Many of these infections, such as bilharzia or schistosomiasis, may be completely asymptomatic. Some – such as *giardia lamblia* – can cause quite severe diarrhoea. Others – cutaneous *larva migrans*, for example – cause symptoms which are so characteristic that they could not be caused by anything else.

Most people react rather strongly to the suggestion that they are infected with a 'worm', but there are a few basic principles which apply to nearly all helminthic infections:

- very few can be transmitted directly from one person to another

- very few are able to breed and multiply within the human host

- very few cause serious disease. And, importantly, nearly all of them are very easy to treat.

Schistosomiasis

Safari holidays in Africa are becoming more and more popular, but one of the risks of travelling to the game parks is the possibility of contracting bilharzia.

In Africa, there are two main types – *Schistosoma mansoni*, which tends to affect the bowel, and *S haematobium* which tends to affect the bladder. The life-cycle is the same. Infected individuals excrete the eggs laid by the female worm either in the stool or urine.

If these eggs are excreted into water, they hatch, releasing miracidia which swim off in search of a suitable snail. Only specific species of fresh water

snails are capable of supporting schistosomiasis, but, once infected, a further cycle of replication occurs. At the end of this cycle, cercariae are released from the snail into the water and, at this stage, are capable of penetrating human skin.

Cercariae are just about visible to the naked eye. Once they have gone through the skin, they grow into schistosomules and migrate through the lungs and the intestine to their final resting place in the complex of veins around either the lower bowel (in the case of *S mansoni*) or the bladder (*S haematobium*).

The snails can only survive in fresh water – not the sea – so by all means splash about in the Indian Ocean, but stay out of Lake Malawi!

Most people with schistosomi-

Continued on P122 ►



The only family treatment for threadworms

The Ovex™ Family Pack encourages your customers to treat the whole family at once, by keeping treatment simple and economical.

Single-tablet treatment for threadworms is successful in more than 90% of cases, while treating close contacts lowers the risk of reinfestation. That's why Ovex means far better value for the average family of four than multiple purchases of two-tablet



OVEX™

The single-tablet treatment for threadworms

treatment. And, with a basic POR of 33%, it means excellent business too.

Ovex is the brand leading threadworm treatment that's going to stay on top. It's committed to education, sponsoring the 'Early Bird' campaign, and backed by point of sale materials including popular, informative leaflets. For simple, effective, family threadworm treatment, Ovex is first choice.

OVEX™ Essential Information. Product Licence No: 0242/0171. Product Licence held by: Janssen - Cilag Ltd., Saunderton, High Wycombe, Bucks., HP14 4HJ. **Active Ingredient:** Mebendazole 100mg **Indication:** Treatment of Enterobius vermicularis (threadworms). **Dosage:** Adults and children over 2: one tablet as a single dose. In the case of reinfection, a second tablet may be taken after 2 weeks. **Contraindications:** Pregnancy, hypersensitivity **Side effects:** Rarely minor gastrointestinal disturbances and hypersensitivity reactions. **Precautions:** It is not advisable to breastfeed while taking OVEX™. Cimetidine may inhibit the metabolism of mebendazole. **Warning:** Do not exceed the stated dose. **Price:** Single pack £1.99, Family Pack £5.99 **Legal category:** P. April 1995. ™ denotes trademark 0097448

◀ Continued from P120

asis have no specific symptoms. If they do develop symptoms, the commonest is bleeding. Adult worms live within the veins in the wall of the bowel or bladder. Female worms lay eggs which then burrow through the wall into the stool or urine and may cause bleeding in the process.

The best way to confirm the diagnosis is to examine urine or stool samples under the microscope, looking specifically for the characteristic eggs. And the drug of choice for anyone shown to have the infection is Praziquantel in a dose of 20mg per kg body weight twice daily for three days.

Giardia lamblia

Giardia is a protozoon rather than a helminth and is a very common cause of persisting diarrhoea among travellers, particularly, but by no means exclusively, those who have travelled in the Indian sub-continent.

The classical symptoms are diarrhoea associated with abdominal distension and wind. Many travellers spontaneously report 'eggy burps'. Diarrhoea caused by *giardia* tends not to settle over a few days, unlike the usual 'travellers' diarrhoea'.

Infection is usually transmitted through contaminated food or water, but it is possible to transmit the infection directly from person to person. Symptoms tend to develop about two weeks after infection but vary widely in severity. Some people with proven *giardia* have very little intestinal upset. Others may have explosive diarrhoea and may lose considerable weight.

Hints on headlice

Up to two in five children may be infected during the course of any year. It is a myth to think that they only live in dirty hair. In fact, they prefer clean hair.

Headlice cannot jump, hop or fly. They are transferred by head contact – friends whispering together at school, fighting, hugging or cuddling.

Don't worry about fumigating rooms, clothes, furniture or combs. Headlice live on the

Confirming the diagnosis can be difficult as the cysts only appear episodically in the stool. Tinidazole in a stat dose of 2gm cures more than 95 per cent of patients.

Cutaneous larva migrans

Worms are happiest living in the host which nature intended for them but, occasionally, like adventurous travellers, worms can get lost.

The dog hookworm, *uncinostoma braziliense*, provides an example. An infected dog will excrete eggs in the faeces. Larvae then hatch out in the ground, rather hoping to be eaten by another dog. If, however, an adventurous and usually barefooted traveller comes along first, the larvae can penetrate the skin.

These larvae are unable to develop fully in the human host and therefore wander around rather aimlessly under the skin causing an intensely itchy and characteristic lesion. Left to their own devices the larvae would die in the course of a few weeks. An alternative is a three-day course of albendazole 400mg daily.

Cutaneous larva migrans are common among people who spend their holidays on the beaches of Thailand and the Caribbean. While they are commonest on the feet, they can penetrate any bit of skin which comes into contact with the ground. Use a large towel on the beach!

Exotica

Tumbu flies, or *cordylobia anthropophaga*, are the only other worms that wiggle in the skin but, in fact, they are maggots.

The flies are common throughout West and Central Africa and are attracted to the moisture on freshly-washed clothes. The flies lay their eggs on the cloth which then hatch and the larvae burrow into the skin.

Characteristically, the lesions look like a boil; the only difference is that the head of the boil wriggles. The best way to remove them is to cover the 'boil' with KY Jelly. As a result the maggot is starved of oxygen, comes to the surface to breathe and can be grabbed with a pair of forceps.

A recent report in the *British Medical Journal* suggested bacon fat as an alternative to KY Jelly – and stressed the importance of throwing away the fat after use!

Leishmaniasis is prevalent throughout the countries bordering the Mediterranean, South America, the Horn of Africa and the east coast of India. The parasite is transmitted by sand-flies and the commonest manifestation is the skin lesion, or cutaneous leishmaniasis.

These are ulcerating lesions, usually covered with a crust which gradually expands, and are most common on the exposed bits of the body – though one recent patient at the Hospital for Tropical Diseases had been on holiday for several years in a naturist camp in the South of France and presented with a typical lesion in a rather untypical place!

The diagnosis is best made by examining tissue taken from a lesion under a microscope, looking specifically for amastigotes. Treatment with pentavalent antimony can be rather difficult and

is best given in hospital.

Tropical ulcers are something of an enigma. Nearly all of them occur on the lower limb, usually as a pustule which rapidly breaks down. Many ulcers heal spontaneously, but some may exist for years.

No specific causative organism has been identified, though *Bacillus fusiformis* seems a likely candidate. Basic principles of keeping the ulcer clean, dry and only lightly covered often produce healing. More serious lesions may require a course of oral antibiotics.

Intestinal helminths are relatively rare among travellers, though very common in the indigenous population. The route of transmission usually involves ingestion of the ova in contaminated food or water, but the eggs need to develop in soil for two weeks or so before they become infective.

Ascaris lumbricoides – the large round worm – and *trichuris trichiura* – the whipworm – both follow this pattern, and are therefore much more common among children who are more likely to ingest contaminated soil.

Hookworm and *strongyloides stercoralis*, by contrast, are usually acquired when the larvae penetrate the skin. These worms then migrate around the body, through the lungs and are then coughed up into the throat and finally swallowed into the gastrointestinal tract.

For nearly all these helminths, mebendazole 100mg twice daily for three days is a safe and effective therapy. The exception is strongyloidiasis, which requires albendazole.

head – nowhere else.

Do not exclude an infected child from school – this is pointless since the child may have been infected for months prior to detection.

Headlice are sexist! After a certain age, the incidence in boys tails off. While it is possible for women to catch headlice, men only rarely do so.

If any member of the family is found to be infected, the whole family should be treated.

It is pointless using headlice treatments occasionally in the hope of keeping the infection at bay. Most products have limited residual effect and this practice may encourage the development of resistance by the lice.

It is a myth that lice are only found on children – adults are not immune. Many people are unaware that they are infected. You could be playing host to a whole colony and not know it for months.

Scabies – more than meets the eye

Scabies is a contagious infection. It is the allergic response of the body to the mite *Sarcoptes scabiei*. Just visible to the naked eye, the female mite burrows through the epidermis, leaving eggs and faecal pellets behind.

It is the proteins in the faeces which give rise to an allergic reaction. Because it takes some time for the body to become sensitised, most people do not have any symptoms at all for four to six weeks, plenty of time for the infection to be passed on.

Since scabies is an allergy the symptoms seen vary according to the body's immune system.

Classical scabies is the form of the disease seen in most people. In this form there are usually around 20 or so mites present at any one time, 80 per

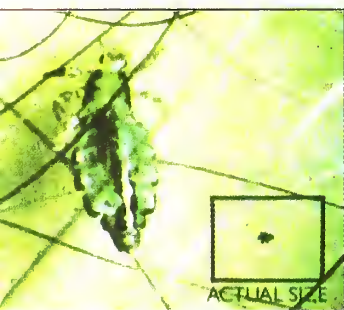
cent of them being found on the hands and wrists.

If the patient has a widespread itchy rash, which is bilaterally symmetrical, but does not affect the centre of the chest, the centre of the back or the head, then classical scabies is likely to be the cause, even if no mites or burrows are found.

Patients who contract classical scabies rarely catch the disease again.

Transmission of scabies is by quite prolonged skin to skin contact. Treatment involves all-over application of products such as Lyclear Cream, Derbac-M or Quelleda Lotion.

Children under two should only be treated under medical supervision. After treatment the itch may remain for a week or two until all the dead mites and faecal pellets have been rubbed off. There is no need to boil clothes or bedlinen – normal laundering is sufficient.





Be an Early Bird

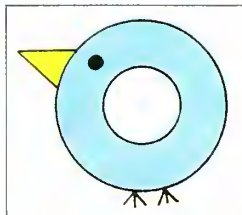
Threadworms are tiny parasitic worms that live in the large intestine for up to six weeks. Threadworm infection is an unpleasant condition that is particularly common in children with an estimated 40 per cent of children under ten infected at any one time. The most common symptom is an itchy bottom - especially at night. The infection is easily passed on to other children or members of the family via the threadworm eggs. These can be swallowed either by finger sucking or nail biting or via direct contact with contaminated bedlinen, towels, clothes or food.

To help prevent the spread of threadworms, early treatment for all the family is recommended. The Early Bird Threadworm Awareness Campaign is sponsored by Ovex™ - the easy to take, single tablet treatment for threadworms. The campaign is designed to increase awareness of the condition and to educate parents to treat the whole family, thus helping prevent infection and reinfection.

Early Bird says

If children complain of itching around their bottom, or cannot sleep, threadworms might be the cause. If confirmed, take these simple steps to prevent re-infection:

- * Treat all the family at the same time
- * Encourage everyone to wash their hands before meals
- * Discourage finger sucking and keep nails short
- * Wear pyjamas or underwear in bed
- * Bathe daily
- * Change bed linen and towels regularly



The competition

Now the Ovex Early Bird is offering you a chance to be up with the larks too. Simply answer the questions below and you will have a chance to win one of ten radio alarm clocks to make sure you're an early bird!

The rules 1. The competition is open to pharmacy assistants only. 2. Only one entry per person will be accepted. 3. The competition is not open to employees of Janssen-Cilag Ltd, or Miller Freeman, their agencies or relatives. 4. Entries received after August 30 will not be eligible. 5. The first ten correct entries drawn at random after the closing date will be awarded prizes as stated. 6. The judges' decision is final and no correspondence will be entered into. 7. Winners' names will be available from the Early Bird Campaign Office, 56 Dean St, London W1V 6HX. 8. No cash alternatives will be offered.

Early Bird competition entry form

1. What is the correct word to complete this saying?
The early bird catches the (a) dawn ☐ (b) worm ☐ (c) cold ☐
2. Approximately what percentage of children under ten suffer from threadworms? (a) 40 per cent ☐ (b) 10 per cent ☐ (c) 25 per cent ☐
3. The Ovex Family Pack contains (a) 2 ☐ (b) 6 ☐ (c) 4 single dose treatments ☐
4. How many children are pictured on the Ovex Family Pack
(a) 3 ☐ (b) 1 ☐ (c) 2 ☐

Name.....

Pharmacy name and address.....

.....Daytime telephone number.....

Send your entry to the following address by August 30, 1995. Chemist & Druggist/Ovex competition, Miller Freeman Professional Ltd, Sovereign Way, Tanbridge, Kent TN9 1RW. The first ten correct entries drawn after August 30 will win a radio alarm clock.

Products to treat parasites provide a steady income for pharmacists. The anti-parasitics market – products for treating headlice and scabies – was worth £14.4 million at retail in the year to April (Self-medication OTC Report IMS). The market has grown 37 per cent in sterling terms in the past two years, with OTC business increasing ahead of prescription sales. The OTC share of the market is 59 per cent, and has grown 43 per cent in two years, while the prescription side of the business has grown by 28 per cent over the same period

Some lousy facts

Every year in the UK there are an estimated 3.4 million treated headlice infections. Lyclear, from Warner Wellcome, is brand leader in the market, it is used in a quarter of all applications and has a 34 per cent market share by value, according to the company

Product manager Mike Hayday says that, despite the size of the problem, there are still many misconceptions about lice and how they are caught.

He sees pharmacists as a key source of information and says the following advice should be dispensed with Lyclear:

- the treatment should be applied like a hair conditioner, after washing with a mild shampoo and towel drying the hair
- enough should be applied to saturate both the hair and scalp
- leave on the hair for ten minutes before rinsing off. The hair can then be dried as normal
- if the person being treated has very long hair, it is suggested that she (or he) curls the hair on top of the head. A whole treatment pack should be poured into a shower cap and the head bent over into it. The hair can be mas-

saged through the shower cap, ensuring a thorough application. ● permethrin, the active ingredient in Lyclear, paralyses nits and it can take up to 18 hours to be effective.

To prevent re-infection easy to use contact tracing sheets are available from Warner Wellcome representatives.

Promotional activity for the brand kicks off this month to get stock into place for the new school term. Display and stocking incentives will be offered through Warner Wellcome's 32-strong sales force in a 12-15 week double canvass, taking the promotional programme through to the beginning of October.

Mr Hayday plans to raise the brand's profile among other health professionals as well, something which has "drifted a bit" in the past year or so. Health visitors will be targeted, and the Glaxo Wellcome GP sales team will be detailing doctors. Some 25 per cent of turnover is still on prescription.

The consumer information leaflet for Lyclear is also being reprinted. While retaining the 'Going, Going, Gone ...' tag, the text has been updated. The revised version will be available in August.

Consumer promotion is out for insecticide brands. As Mr Hayday explains, under a voluntary understanding, no company advertises direct to the public. It has been impressed upon them by entomology experts that any consumer campaigns might encourage over-use of one brand, leading to resistance, or the disrupting of rotational policies.

However, he questions whether rotational policies – if they exist – are adhered to and controlled properly. Many pharmacists do not know the policy for their area. And, as he frankly admits: "It is not in our commercial interest to pursue rotational policies as we only have one active ingredient."



The product range that gives Seton 70 per cent market share

Getting to grips...

When Seton bought Napp's portfolio of headlice products last November, it immediately took a 70 per cent slice of the insecticides market.

In the eight months since then, the company has been reviewing the market and is now starting to implement several new strategic initiatives.

Key recommender groups – which Seton sees as practice nurses, health visitors and school nurses – will be the target of a new sales team of community nurses to hit the road in August.

With the company's experience in the wound care sector, it is a logical move, says marketing director Ian Adamson. As well as headlice, the team will be detailing the Pripsen anthelmintic range and paediatric analgesics.

Education will be a cornerstone of Seton's approach, encouraging family treatment if an infection is identified.

Mr Adamson accepts there are ingredient clashes in Seton's headlice range, but says there is quite a high degree of brand loyalty. "The Napp portfolio was very attractive for Seton, given its acquisition strategy. It fits in

well with the rest of our primary care division," he says.

Some 5,000 pharmacists are serviced by Seton's recently split sales force. The company's product portfolio has been divided between two teams of 14, each calling once every eight weeks. The two members of the sales team serving the same patch are incentivised as a pair to encourage mutual co-operation.

After seven months with the brands, Seton is now uncovering the issues around the market, says Mr Adamson. The company has been talking to health authorities about rotational policies.

With such a substantial chunk of the market, he thinks Seton has "to get it sorted out. With people out in the field we will have all the information to build a rotational policy programme".

Pharmacists are unlikely to see any promotional deals through wholesalers coming their way in the near future. There is a strong demand-led business for the brands and no need for deals and discounts, says Mr Adamson.

Packaging is inconsistent across the range, while it is on the agenda the company is not being driven by the market to address the issue.



Brand leader Lyclear: promotional activity starts this month

Lyclear Creme Rinse. Prescribing information: Presentation Each 59ml bottle of Lyclear contains 1% w/w permethrin plus 20% w/w isopropanol in a creme-rinse base. Uses for the treatment of head louse (*Pediculus humanus capitis*) infections. **Dosage and administration:** Adults and children over 6 months. Shampoo hair with a mild (non-conditioning) shampoo, rinse and towel dry. Shake the bottle thoroughly and apply enough Lyclear to saturate the hair and scalp, particular attention should be given to the areas behind the ears and at the nape of the neck. Leave on the hair for 10 minutes, then rinse thoroughly with water and dry in the usual way. **Contra-indications, warnings, etc.** *Contra-indications:* Hypersensitivity to permethrin, other synthetic pyrethroids or pyrethrins. **Precautions:** For external use only. Wear gloves for multiple applications. Only use on children under 6 months under medical supervision. Use in pregnancy only if potential benefit outweighs the possibility of unknown risks. **Side and adverse effects:** Adverse reactions are infrequent, mild and transitory and are usually also symptoms of head louse infection. **Basic NHS Cost:** Warner Wellcome £2.08 Legal Category (P) PL3/0252. Date of preparation: July 1995. Distributed by Warner Wellcome Consumer Healthcare, Lambert Court, Eastleigh, Hants SO53 3ZQ. **Warner Wellcome**
CONSUMER HEALTHCARE

LYCLEAR

Permethrin

A highly effective treatment for head lice.



*99% overall cure rate after one week.

Eradicating head lice hasn't always been easy or pleasant. But now Warner Wellcome can offer you Lyclear Creme Rinse.

Based on the tried and trusted permethrin compound, Lyclear is highly effective as a single application creme rinse and can be used as easily as a normal hair conditioner.

In fact, just one ten minute Lyclear treatment is sufficient to kill lice and eggs, with the comparative effectiveness of either a 2 or 12 hour malathion application.¹ What's more, Lyclear's residual activity can protect against reinfection for up to 6 weeks after use.

Lyclear is highly effective, has low potential for toxicity and is unlikely to cause eye irritation.

It also has a pleasant smell and is biodegradable.

Lyclear can be used successfully by asthmatics, provided they've not had any previous problems with this form of treatment.

(Alcohol based lotions release fumes which can irritate sensitive or broken skin and the lungs).

With its proven clinical potency and its recognised cosmetic advantages, Lyclear is an ideal head lice treatment you can confidently recommend to be quick, effective and pleasant to use.



LYCLEAR
Creme Rinse

¹Reference 1 Data on file, Warner Wellcome Consumer Healthcare

You seldom catch lice from strangers

Headlice are more likely to be caught from friends and family than from other children at school. This is one of the messages in literature being provided to pharmacists to pass on to parents by Pfizer Consumer Healthcare, maker of Rappell.

The company is campaigning during the year to dispel some of the myths that surround headlice. Its consumer information leaflet explains how to check whether a family member is infected with lice, methods of treatment and how to help protect against re-infection during the period of risk, while the source of infection is being identified.

Pfizer also warns against the misuse and overuse of headlice treatments. Regular use of head louse detection combs to check all members of the family for infection prior to any treatment are encouraged.

"It takes prolonged head to head contact for lice to move from one person to another, so they are generally caught from someone you know well," says Dr John Maunders, director of the Medical Entomology Centre at Cambridge.

"Insecticides should only be used as a treatment once infection has been established, not as a preventative measure."

Rappell's usp is that it is not an insecticide but a repellent. It claims to be the only effective product to provide a defence against infestation. It contains piperonal, a substance used by plants to repel harmful insects.

Pharmacists wanting free copies of the consumer leaflet should contact Pfizer Consumer Healthcare, Wilsom Road, Alton, Hampshire GU34 2TJ.



Rappell: claims to prevent rather than cure

Taboo family problem

It is estimated that 40 per cent of all children under the age of ten will suffer from threadworms at least once. Despite this, there is still a taboo surrounding the infection, which is a problem for adults as well as children.

Good news for Janssen Pharmacy Division, but slightly worrying for the rest of us perhaps, is the fact that Ovex, its single-dose mebendazole treatment for threadworms was the fifth fastest-growing OTC brand in the UK last year with sterling growth of 42.7 per cent (Nielsen).

Ovex finished the year with a share of more than 70 per cent in a market that grew by 20 per cent and is worth £2 million. The fam-

ily pack of four tablets launched just over a year ago accounted for a 38 per cent sterling share of sales by the end of the year, the company claims.

During 1995, Janssen will again be targeting schools and practice nurses with its Early Bird threadworm awareness campaign, underlining the need for family treatment to avoid the possibility of re-infection.

An A3 poster is available, supported by a consumer leaflet giving simple advice on symptoms and treatment. Both are available to pharmacists by writing to the Early Bird Campaign Office, PO Box 6, 34 Percy Road, Hampton, Middlesex TW12 2HE, stating the numbers of each required.



Early Bird educational literature

The worm has turned

Seton launched a mebendazole variant into its Pripsen portfolio in January and, according to senior product manager Nick Duffy, has pulled back five points from the competition.

Pripsen Powder (piperazine) is still the best seller in the range. Although mebendazole is now the preferred therapy, piperazine still has its purposes. It can be used in children from one year, or from three months under med-

ical supervision, while mebendazole is only recommended for use in children two years and over. Both drugs are contra-indicated during pregnancy.

Seton is plugging the fact that its mebendazole product offers a double dose. "Our research indicated that there was only a 90 per cent success rate with one tablet," says Mr Duffy.

He warns that the drug acts over three to four days, which can concern some customers who expect a more rapid action. Piperazine has a laxative effect which should flush worms out within ten hours.



Pripsen's mebendazole variant has halted decline in market share

Market share in perspective

There are three main actives in the headlice market: pyrethroids, malathion and carbaryl. The largest sector is the pyrethroids, accounting for 48 per cent of the headlice and scabies market.

Some 90 per cent of the sector is derived from five key brands:

- Lyclear (permethrin): **37 per cent**
- Derbac-M (malathion), Derbac-C (carbaryl); Prioderma (malathion); Full Marks (phenothrin); Caryldema (carbaryl): **53 per cent**

The two non-insecticide products to enter the market recently have hardly made any impact, according to the Self-Medication Unit at IMS. Rappell holds only a 1 per cent share compared to 6 per cent two years ago, while

Step-2 holds a negligible share.

The worm treatment market is worth only £2.5 million, but has grown 37 per cent in the last two years, according to Nielsen. The market is dominated by Ovex with a 72 per cent share, and Pripsen with 22 per cent (sterling).

Ovex's share has grown over the last two years from 57 per cent to 72 per cent, accelerated in the last 12 months by the launch of the Family Pack, which has taken 34 per cent of the market.

In contrast, Pripsen's share has fallen over the same period from 40 to 24 per cent, although the decline appears to have been stemmed in the last six months with the introduction of Pripsen mebendazole.



A selection of the patient leaflets available from manufacturers

RPhAs meet the chief

Regional pharmaceutical advisers had their second meeting with the chief pharmaceutical officer, Brian Hartley, last week. The group, which tries to meet every two months, is not empowered to take any executive decisions, but is likely to become increasingly influential, although its focus will be strategic, not operational.

Appetite suppressants

Proposals are being considered to limit the availability of appetite suppressants with an Order under section 62 of the Medicines Act to situations where there exists a clear medical need for such products. The MCA is currently consulting interested parties.

Drugs initiative

The Home Office will have spent £25.7 million by March, 1996, on its Drug Prevention Initiative, which is now in its fifth year. The initiative supports community projects and educates children to resist drug misuse.

Condom week

The eighth National Condom Week on August 7-13 takes a travel theme with the message, 'In any language – condom sense'. Promotional literature is available from Sutherland Health.

Diet handbook

Pharmacist Pamela Mason has written a 'Handbook of Dietary Supplements', which covers everything from antioxidants to zinc in 54 chapters. Publisher Blackwell Science, £19.99.

Age for free scripts for men to drop to 60?

The Department of Health is preparing contingency plans to cope with a possible European Court ruling that the qualifying age for free prescriptions for men should be cut from 65 to 60.

The recommendations from the advocate general to the European Court could cost the NHS up to \$30 million a year, and DoH officials believe the court is almost certain to rubber-stamp his advice.

Ministers are particularly concerned at the possibility that the ruling might be retrospective – meaning all men who paid for prescriptions after the age of 60 since 1985 should be reimbursed.

The cost could run to hundreds of millions of pounds and claims for refunds could involve huge bureaucracy.

The case was brought by Walsall pensioner Cyril Richardson to the European Court on May 18 (C&D June 3, p888). This argued that current law discriminates against men. The advocate general found in Mr Richardson's favour on three counts:

- that under EC 7/79, which outlines equal treatment for men and women on benefits, prescription charge exemption is a benefit
- that there is no necessity to link script charge exemption with the retirement age
- that the ruling should be applied retroactively, enabling all men aged between 60-65 to claim back payment for all proved prescription charges paid since 1985.

Croydon consults on plans for better pharmacy care

Croydon Health Commissioning Agency has drawn up a consultation document with the local pharmaceutical committee looking at improving community pharmaceutical services.

A draft is being circulated to all contractors and other interested parties, such as the local medical committee and Croydon Health, for comments.

Although some pilot projects are already under way, others will have to be prioritised and submitted to the health commission for funding. Top priority services in the draft include referral forms and consultation areas; patient medication records in all pharmacies; training and profes-

sional audit; and DUMP schemes.

One initiative that has been given the go-ahead is a directory of all community pharmacies in Croydon, together with the services they provide, which will be available to the public through GP surgeries, health centres and public libraries from October.

Croydon LPC secretary Julie Short believes the draft is unlikely to change drastically following consultation. "It's one of the better documents we have seen and has been well received by Croydon Health." The consultation period runs until September 1. A copy of the draft can be obtained from Sue Biggs or Jeanne Revnell on 0181 401 3798.

PHARMACY DISTRIBUTION PARTNERSHIP

We are a well established company, annual turnover in excess of £30 million, with excellent relationships in grocery and pharmacy retail.

We have strong dedicated sales teams able to sell direct into the pharmacy and grocery sectors.

We have a successful track record in marketing and developing distribution of new products; Improving sales and expanding distribution of existing brands.

We are seeking exciting new products to add to our portfolio.

If you are a manufacturer or a supplier of health related products for pharmacy or grocery OTC, and want to work with a market leader, then please write to:

**PHARMACY DISTRIBUTION PARTNERSHIP,
CHEMIST & DRUGGIST,
Box No. 3491,
Miller Freeman Professional Ltd,
Sovereign Way, Tonbridge,
Kent TN9 1RW**

Ford

For Graham Ford, product managers and marketing mixes are not the key to selling over the counter products in today's market – face to face visits with retailers are

Graham Ford, late of Glaxo and Milupa and now sales director at the recently-formed Pfizer Consumer Healthcare, is the salesman's salesman.

He harks back to the days when selling was just that. "When I started, everyone just sold boxes of products. Now you have to know what's in the product, how the pharmacists make their money and you have to tailor your story to suit them."

He believes pharmacists should not try to compete on price but on quality of service.

"Pharmacists' front of shop, the counter and the back wall, would be a gold mine if they looked after it," he says. It is this 'gold mine' that Ford and his recently-recruited team of 12 sales staff is desperate to tap.

"Our brand, Migraleve, is the third-biggest analgesic and over 70 per cent of pharmacists keep it in their drawer. They treat it as an ethical. My merry band is out there trying to get some wall space for Migraleve, because independent research shows that when the product is on display it sells 50 per cent more."

Pfizer Consumer Healthcare is very much the new kid on the OTC block. The company was formed out of privately-owned Charwell, which was sold to the US drug giant two years ago as part of its global policy to get into consumer healthcare.

Graham Ford started working for Charwell in 1989, when managing director David Merington's avowed aim was to sell the company after building up its brand base.

Migraleve was the core brand. The antacid Aludrox was then bought from Wyeth and Isogel from Glaxo. Stoppers nicotine replacement therapy was already on board, courtesy of Mr Ford, and the company also launched Rappel, the head louse repellent.

"We made it into a profitable little business. When Pfizer bought us, the only brand they



had was TCP which was handled by Food Brokers," he says.

Another brand-buying exercise was then embarked upon. A range of cough and cold products – Buttercup, Liquifruta and Galloways were bought from the London Rubber Company.

The new company is also looked upon as a POM to P pipeline for Pfizer's ethical drugs. Two products are currently with the MCA for licences: Feldene, a topical NSAID, and Diflucan, the first oral thrush treatment.

Mr Ford's task is to continue to increase the company's product stable by POM to P switches and acquisitions.

"I think acquisitions is going to be the quickest route," he says. "Pfizer wants to be the number one in healthcare in the world by the year 2000 – its worldwide consumer division is projected to be a billion-dollar business by the millennium. However, I think

the Glaxo Wellcome merger has put it back a bit."

Mr Ford says there is not much difference between working for the company as a relatively small concern – then privately-owned by Ray Bellm, a motorsport enthusiast who races sportscars with some success – to being owned by a huge multi-national.

"It's just the same as before. Pfizer told us: 'You know how the UK works. You run the business'.

"However, as a family business, if Ray Bellm wanted \$30,000 for a new engine in his racing car, he got it, but now it is a corporation it's a bit different." Ford has had a colourful career in sales. His first jobs were as a grocery salesman working for Cadbury Schweppes and Spillers before moving into healthcare.

"I got into the chemist sector back in '67 with Farleys, which was taken over by the mighty Glaxo, and they put me through

the Glaxo machine. I went from medical selling to hospital selling to running teams of ethicals and trade salesmen."

He tried his hand at marketing, an activity he regards as distasteful, as a Glaxo product manager. "I have to work with marketers every day. It's just not my area. My skill is working with people to get the best out of them."

He left Glaxo to form Ciba Consumer Healthcare, which now trades as Zyma Healthcare, with two Glaxo colleagues; Patrick Foster, who is still chief executive there, and Roy Simpson, now sales and marketing director of Scherer.

In 1984, Milupa came calling offering the job of sales director.

"I would have never have got on the board of Zyma because the Swiss never have a UK board, so I went to Milupa. It was my career mistake."

The task was to reorganise the sales force. Graham Ford says he spent two years fighting with the managing director, Trevor Bell, before resigning with a flourish.

"I've always wanted to go back and finish the job. Trevor Bell started the company from scratch in the UK and it has been very successful with babyfoods. At the time, they were trying to launch baby milk into the country and failing. There was no training or controls for the sales team. The idea was I would go and sort this out, but really they just didn't want to change."

Mr Ford then moved on to an American company called A H Robins which had a UK consumer business.

"I knew very well it would be just short-term because they had this problem in the US with a contraceptive device and they went into voluntary liquidation."

He then joined Charwell before its transformation into Pfizer Consumer Healthcare. How does he see the new operation? "It's still very small, we have no product managers. But it's very lean and we still can be quick off the mark," he says.

Irish blasts pharmacists

Numark chairman Sir John Irish was pulling no punches when he described pharmacists as "poor retailers" at an update of the company's achievements in its first six months.

Sir John, former chairman of Spar, said it was his duty as non-executive chairman "to tell members what they don't want to hear". Independent pharmacists suffered because their buying practices were not as efficient as multiples.



Sir John Irish: telling it as it is

He maintained Numark was the only body equipped to deal with the increasing challenges, such as falling margins and competition from multiples, that face independent pharmacists.

Wholesalers also came in for a drubbing, with Sir John saying they had been "totally negligent in the past" in offering little stocking and retailing advice to pharmacies. He said Numark's supplier product audit, which showed a wide dispersion of product stocking, was a "condemnation of the lack of direction on the part of wholesalers".

Numark managing director Terry Norris said the "overall level of retailing skills was not as high in independent pharmacies as it is in multiples". To help redress this, Numark, together with distributor L Rowland, was endowing a lectureship in management studies at the School of Pharmacy at John Moores University, Liverpool.

The post, which Mr Norris called an "investment in the future of independent pharmacy", had been awarded to Hassan Argomandkhah.

Mr Norris also said Numark had fulfilled its promised initiatives – including own-brand rebate and the launch of the sundries programme – in its first six months. First quarter rebates were being paid to shareholders, who were receiving back \$120 on average.

The formation of regional committees, under the leadership of distributors, was 60 per cent completed. The company had also increased shareholder participation in key groups. Six shareholders would now sit on the promotions committee and four on the own-brand working party.

Own-brand sales had increased by 25 per cent, with members spending \$350 per month on average. Mr Norris said in the short-term he hoped that the average spend would increase to \$800 by the end of next year to "cover the shareholders' monthly charge".

Numark also officially launched Eurodirect, its database marketing system (C&D July 8). Marketing director David Wood said the system could give

"quite a lot of detail on age of population and relative wealth" down to a radius of 50 houses.

The recruitment of distributors was continuing with the signing of Burnley-based George Foster to cover Cumbria.

Numark will publish its initial annual report in the first quarter of next year. It aims to have 1,000 members in 1996. Current shareholder membership totals 892 and the share capital is \$700,000.

● Hemant Patel, chairman of the Pharmacy Support Group, is now a shareholder. He says his entry into Numark was delayed because of his involvement in pharmacy politics.

"Independents need to make a concentrated effort to regain market share and, in the immediate future, we need to halt the decline. An organisation like Numark can offer economies of scale in purchasing and promotion to allow independents to spend time on areas like practice research," he says.

Mr Patel would like to see fully-integrated co-operatives of wholesalers and pharmacists, co-owning each other's assets.

Lloyds denies any sale in the offing

Lloyds Chemists' commercial director, Dick Turner, has dismissed speculation over a possible sale of the business.

He believes the rumours were fuelled by the fact that, as part of its reorganisation plans, the company is looking to sell a small proportion of its pharmacies and some of its drugstores.

However, a predator may be interested in Lloyds because of its keen price. For example, Gehe pounced on AAH when the company's fortunes plummeted following problems with one of its subsidiaries.

Lloyds' share price currently stands at 218p, well down on its 1995 high of 305p.

When the company announced it was planning to close more than 100 of its Supersave stores, without immediately releasing the cost of the reorganisation, the share price fell 64p to 221p.

● Lloyds was fined \$10,000 by Teesside magistrates court for having dangerous asbestos insulation in its Supersave store in Middlesbrough. Mr Turner says the problem occurred because of a dispute with the landlord over responsibility for the problem.

Medeva 'has never been for sale', says Taylor *après* Fisons' talks

Medeva's pre-tax profits for the first six months rose 31 per cent to \$28.9 million, driven primarily by sales of one drug, methylphenidate, the treatment for attention deficit disorder.

The market for the drug, which will soon have competition, continued to expand strongly in the US, with prescriptions increasing by 32 per cent over the same period last year.

Performance of other products was down or at a standstill, with an 8 per cent drop in vaccines

sales and a stagnant respiratory market.

Historically, the majority of earnings have arisen in the second half of the year. Orders for the flu vaccine Fluvirin, which are 40 per cent higher for the next six months compared to 1994, shows this pattern is expected to continue.

Medeva has great hopes for its hepatitis B vaccine, Hepagene. Trials released in the first quarter showed that the drug "exhibited strong immunogenic properties".

The full results will be released later in the year and preliminary trials for use as a treatment for carriers of hepatitis B will start in the third quarter.

Chairman Bernard Taylor says the company plans to continue with its acquisition strategy, but he declines to specify the reason for the end to talks with Fisons. However, overall control may have been the cause for conflict.

"We are not for sale and have never been for sale. That merger was just one of many prospects."

Unichem's new PDT on the stocks

Unichem is to launch a new hand-held portable data terminal (PDT) at the end of August, featuring overnight product and price file updates via *Chemist & Druggist's* PIP code.

The Psion HC110 unit has been trialled in 15 pharmacies and is being adapted following pharmacists' recommendations. It will now feature a separate bar code scanner.

Product lines can be ordered in a choice of units or packs, together with either the gross margin or the selling price

required on the invoice that comes with stock.

PDT software is produced by Unichem-owned Mediphase, and can be downloaded onto pharmacy PCs. The four-megabyte terminal can store up to 250 product lines before transmission – the average order is 50-60 lines with peak overnight transmissions pushing 120, Unichem says.

Pharmacists can interrogate the Unichem 7,000-line OTC stock file of GSL medicines, toiletries and surgicals, using EAN

bar codes, the PIP code, or an 'alpha search'.

The PDTs are expected to cost retailers \$40 per month compared with the present charge of \$25 for the 15-year-old Prosperplus units (\$28 if the monthly directory is supplied).

● For six weeks commercial director Kelvin Hide has been introducing a customer care programme. So far, 30 head office training- and 'people-facing' staff have been on the course as part of a new 'people first' philosophy for suppliers and pharmacists.

Takeover

Swiss-owned Clement Clarke has acquired Medix, the UK nebuliser manufacturer, in a bid to strengthen its presence in the respiratory market. Clement Clarke's own products in this sector include the Mini-Wright peak flow monitor.

Fisons moves on

Fisons' new headquarters, to open in November, is at Pinners Hall, 105-108 Old Broad Street, London EC2. The move follows the closure of the company's offices in Ipswich, Manchester and Loughborough.

EFPIA in London

London is popular for European medical groups. The Brussels-based European Federation of Pharmaceutical Industries' Associations is joining the European Medicines Evaluation Agency at Canary Wharf.

Optical MBO

Intercare is selling its optical division for £10.5 million to United Optical, a company formed by two of its executive directors. These directors, Peter Cowan and Gary Vicary, will resign when the deal is done.

Zeneca rumours cool down

The City rumour mill continues to grind out speculation that Zeneca is about to fall prey to a takeover from the Swiss giant Roche.

Zeneca is also rumoured to be shopping for companies. Swedish group Pharmacia is said to be on the hit list.

Roche and Zeneca have both refused to comment on the takeover speculation, fuelled by the latter's share price increasing by a third since March.

A spokesman for Roche in Switzerland commented: "We never remark on rumours." Meanwhile, at Zeneca the response to all questions was a weary "no comment".

However, rumours were quelled on Tuesday when Zeneca's stock became the worst performer on the Footsie index. Its share price fell 46p to 1124p, when 2.2 million shares were traded and an investment bank changed its recommendation.

Stagnant retail sales

Pharmacy sales last month remained unchanged compared to the same time last year, according to the CBI's latest Distributive Trades survey.

Business was considered by respondents to be below average, although to a lesser extent than in May. Sales volumes are expected to fall in July with business predicted to remain below average for the time of year.

In the High Street overall, sales volumes rose only slightly last month and were well below expectations. Clothing retailers reported the highest volume sales, followed by booksellers

and stationers, along with hardware and DIY stores.

The Central Statistical Office's Retail Prices Index for June shows an increase in the prices of some pharmacist goods, similar to those of a year ago.

Retail sales for June, issued by the CSO, show the first two weeks for June were bad for sun care because of the absence of good weather.

Cosmetics and fragrance sales were ahead of last year. However, the absence of minor illness and hayfever at the start of the month meant sales of medicines were comparatively flat.

Creighton's buys Crestol for £1.5m

Hair and beauty manufacturer Crestol has been acquired by Creighton's Naturally for £1.5 million in a bid to expand the latter's presence in the hair care products market.

Creighton's says its acquisition has "experienced rapid growth in the last five years". Sales for the last financial year were £1.46m and pre-tax profits were £180,000.

The company's own profits fell 8.8 per cent to £1m for the year to March 31, with group sales down by 5.7 per cent to \$8.53m - affected by a "slowdown in export activity".

Creighton's major successes are centred in the multiples sector. Fine Fragrance, its associated business, saw completion of its first full year of sales to BHS. Creighton's has won a contract to supply the chain with a further range of toiletries for Christmas, 1995, and has expanded the range of products it supplies to the Safeway supermarket chain of stores.

While overseas sales continued to be difficult throughout last year, Creighton's is anticipating an upturn in activity in 1995, driven by the development of own-label contracts in Europe and the Far East.

PHARMACISTS

RENEWING YOUR PHARMACY INSURANCE?

CALL

01727 844344

EXT 289

AND SAVE

£££'s



ALWAYS DIRECTLY INVOLVED

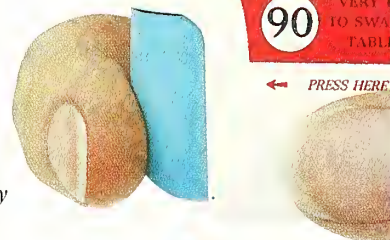
Pharmacy Mutual Insurance Company

38 St Peter's Street, St Albans, Herts. AL1 3NP

PMI FOR ALL YOUR HOME AND PHARMACY INSURANCE

Revolutionary Cantassium Microvitamins including Folic Acid in easy-to-use Klik Packs - your quick route to healthy profits in this fast expanding market. Easy to take, easy to display and easy to sell.

- Cantassium Micro Folic Acid 400mcg protects the unborn child if taken before conception.
- Cantassium Micro Garlic for healthy heart maintenance.
- Cantassium Smoke Screen. Antioxidant Vitamins A, C and E to help protect from the effects of pollution.
- Cantassium Micro Multi. Multivitamins - a must for general health maintenance.



**Healthy
Profits
Clik with
Cantassium**
The Vitamin Experts

Special offers and display material available on request.



Available from wholesalers or direct from Larkhall Natural Health, 225 Putney Bridge Road, London SW15 2PY. Tel: 0181-874 1130. Fax: 0181-871 0066.

GIVE YOURSELF THE EDGE

*(Or give it to your
competition)*

Dixons Stores Group are offering surplus shops throughout the U.K. If you do not seize the opportunity to relocate or expand your business the chances are your competition will.

Shops are available in the following towns

ABINGDON
ACCRINGTON
ALDRSHOT
ALNWICK
ARBROATH
ASHFORD
AYR
BARKING
BARKINGSIDE (ESSEX)
BEARWOOD
BERWICK
BLACKPOOL
BOLTON
BRADFORD
BROMLEY
BROMSGROVE
BURTON
CAMBORNE
CHEPSTOW
CHRISTCHURCH
CLAPHAM (LONDON)

CONGLETON
CORBY
DONCASTER
DOVER
DUMFERMLINE
DUNSTABLE
EASTLEIGH
EBBW VALE
EPSOM
FAKENHAM
LEAMINGTON SPA
LEOMINSTER
LETCHWORTH
LINGTON
LUDLOW
MAESTEG
ORPINGTON
PARKSTONE (POOLE)
PECKHAM (LONDON)
PENRITH
PORTSMOUTH

GLASGOW
GRAYS (ESSEX)
HALESOWEN
HALIFAX
HANLEY
HARLOW
HEANOR
HOVE
ILKESTON
LANCASTER
PRESCOT
READING
ROSS ON WYE
RUGBY
RUNCORN
RUSHDEN
SALISBURY
SHAWLANDS (GLASGOW)
SHEFFIELD
SHIRLEY (SOUTHAMPTON)
SHREWSBURY

SOUTHALL (LONDON)
STEVENAGE
STOURBRIDGE
SURBITON
TOLWORTH (LONDON)
TOOTING (LONDON)
UTTOXETER
WALWORTH (LONDON)
WARMINSTER
WEST BROMWICH
WEST EALING (LONDON)
WESTON FAVELL
WESTON SUPER MARE
WHITLEY BAY
WHITSTABLE
WIGAN
WILMSLOW
WIMBORNE
WOLVERHAMPTON

CHARTERED SURVEYORS PROPERTY CONSULTANTS



**CONRAD
RITBLAT**

FAX 0171 487 1808

14 MANCHESTER SQUARE LONDON W1A 1BA

Dixons

Full details from Stephanie Miller at Conrad Ritblat (0171 486 4428) or Maria Letman at Dixons Stores Group (01442 353996)

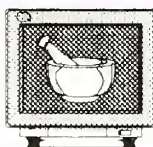
Classified

Display/Semi Display £26 per single column centimetre, min 3x1
Box Numbers £10.00 extra. Available on request.
All rates subject to standard VAT
Publication date every Saturday
Copy date 4pm Tuesday prior to publication date.
Cancellation deadline 10am Friday; one week prior to insertion date

Contact Nick Fisher Chemist and Druggist (Classified)
Miller Freeman PLC, Sovereign Way, Tonbridge, Kent TN9 1RW
Tel: 01732 377272 Fax: 01732 368210
Prepayment can be made by cheque or by credit card

APPOINTMENTS

Due to continued expansion
we require
REPRESENTATIVES



Are you...

- ☐ **HONEST**
- ☐ **RELIABLE**
- ☐ **HARD-WORKING**
- ☐ **COMPUTER & PHARMACY LITERATE**

Can you work for a company that considers service and honesty above all and still manage to sell, train & install our EPOS and/or PMR systems? If you can we want to see you.

Contact Mrs. Julie Graves and sell yourself!

CHEMTEC SYSTEMS LTD.

*The Old Police Station, Golden hill, Leyland PR5 2NN
Tel (01772) 622839 fax (01772) 622879*

ROMFORD

Dispensing Assistant
required for Busy
Pharmacy. Full time.

Contact:
Time Pharmacy
Tel: 01708 724905

FULL/PART TIME

Medicine Counter
Assistant and Counter
Assistant required
for Pharmacy in
Pimlico area.

Please ring
0171 834 2816

AGENTS

AGENTS REQUIRED — NATIONWIDE —

UNIGREG LIMITED

is an independent, British Pharmaceutical Company
established in 1968, dedicated to the field of
clinical nutritional support therapy, with a range of
prescription and over-the-counter non-prescription
licensed pharmaceuticals.

We are now seeking to expand our over-the-counter
retail pharmacy sales throughout the UK, by
appointing experienced, active selling agents working
within exclusive territory boundaries.

**PREVIOUS SELLING EXPERIENCE
TO RETAIL PHARMACY IS ESSENTIAL.**

**FAVOURABLE MONTHLY
COMMISSION RATES.**

PRODUCT TRAINING PROVIDED.

TELEPHONE NOW: 0181-330 1421



or write to:
The Managing Director,
UNIGREG LIMITED,
Enterprise House,
181-189 Garth Road,
Morden, Surrey SM4 4LL



IRELAND

Pharmacists required for managerial and support
positions in Ireland's most progressive retail
pharmacy group. You will need a professional
attitude, excellent communication skills and the
ability to develop a Community Pharmacy which
genuinely cares for the needs of its patients.
In return, you will enjoy the full support of a
highly professional Company, modern well
equipped facilities and a highly competitive
salary and benefits package.

**Please phone Pat Durkin on
00353 88 537523 for details**

What's the next giant leap for your career?



PHARMACIST/MANAGERS

Nationwide

Making the move to Lloyds Chemists is no small step. Join us and you might go further than you ever imagined.

As the leading community chemist, we have a policy of promotion from within the company which means that we're always looking for ambitious people to join us. With 900 branches throughout the UK, we can help you make the most of your pharmacy skills – but your options don't end there. At Lloyds Chemists, you'll also find pharmacists at every level of management, right up to board level.

Support and encouragement are at the heart of our team-based philosophy – and it's important to us that all our staff enjoy continuous professional development, including computer assisted learning.

That's why we provide training that we believe sets the standard for the industry.

We also want you to have total responsibility for your own branch, so you'll take charge of everything from advising your patients to managing profitability.

In return, we'll offer you a competitive basic salary, profit-related bonus, contributory pension scheme, free life assurance, free private healthcare, RPSGB fees paid, five weeks' holiday and a staff discount.

If you're self-motivated and commercially minded, it's a step you won't regret. To find out more, contact Pat Hughes, Lloyds Retail Chemists Ltd, Manor House, Manor Road, Mancetter, Atherstone, Warks CV9 1QY. Telephone: 01827 713 990.

LLOYDS CHEMISTS

APPOINTMENTS

LIVERPOOL/WIRRAL

Motivated and enthusiastic full time pharmacy managers required:

- Pleasant modern pharmacy (PMR + EPOS)
- Good supporting staff (training on-going)
- Minimum paperwork
- Competitive salary

Excellent career opportunities for young pharmacists who wish to own their own business.

Please contact Fin McCaul MRPharmS on 0151 263 2731 (work) or 0151 722 4760 (home).

WATFORD, HERTS – Locum pharmacist required from 15th August 1995 to 31st August 1995. Tel: 0171-722 5221 or 01923-771187.

P/T PHARMACIST – 1-2 days/week at the Blackheath Private Hospital. Previous hospital experience preferred but not essential. Contact: Mrs Matharu, pharmacy manager on 0181-318 7722 Bleep 30.

BURY - LANCASHIRE – Long term pharmacist required for easily run pharmacy. Tel: 0116 2393139 (day) or 0116 2858151.

LOCUMS

Provincial Pharmacy Locum Services

We have over 3,000 pharmacists registered! Plus experience of handling over 100,000 bookings NATIONWIDE!

OUR BUSINESS

Place your locum problem in the hands of our experienced co-ordinators. We will inform you the moment cover is found. We leave you to get on with doing what you do best, running your business.

PLEASE CALL NOW!



LONDON – HARLESSEN NW10. – Locum required from August 1 to September 28 for Tuesday, Wednesday, Thursday 0181-961 6406.

EXPERIENCED LOCUM required for two weeks in August. Small village pharmacy in New Forest, Hants. Tel: 01590 673745.

LOCUM PHARMACIST required one day a week (Fridays) on a regular basis, also holiday cover. Start Sept 95. 0171-739 6662.

LOCUM REQUIRED for 2 weeks from August 14 to August 26. Basildon. Tel: 01268 553295/0181-473 1334 (evenings).

BUSINESS FOR SALE

FRANKLAND & Co.

STOCKTAKERS, VALUERS & TRANSFER AGENTS

219 Harrison Road, Belgrave, Leicester, LE4 6QN
Telephone: (0116) 266 5299 Facsimile: (0116) 261 0284

SPECIALIST IN PHARMACY STOCKTAKING, VALUATION AND TRANSFERS NATIONWIDE
If you are considering selling your business or interested to buy one, contact:
Mr R. A. Hickinbotham for a confidential discussion



Member of the Trade Valuers Institute

Comprehensive
stocktaking and
business transfer
service



A QUALITY ASSURED ORGANIZATION

ALLIANCE VALUERS & STOCKTAKERS

Telephone: Harrogate (01423) 531571

SPECIALISTS IN ACCURATE STOCKTAKING AND THE SALE AND VALUATION OF PHARMACIES NATIONWIDE.

Broad range of pharmacies for sale – many never advertised.

Please phone for details.



Need help putting an advert together?

Contact:

**Nick Fisher on
01732 377272
or by fax on
01732 368210**

Belfast City Centre

PHARMACY FOR SALE

For details contact in writing:

**J. E. Scott F.C.A.
WITT THORNTON
Sinclair House
89 Royal Avenue
Belfast BT1 1FE**

BUSINESSlink
A FREE Service for Chemist & Druggist Subscribers

Free entries in "Business Link" (maximum 30 words) are restricted to community pharmacist subscribers to *Chemist & Druggist*. No trade advertisements will be permitted. Acceptance is at the discretion of the Publishers and depends upon space being available. Send proposed wording to "Business Link" using the form printed alongside.

Appointments, situations wanted, and businesses for sale will be incorporated as lineage advertisements under the appropriate Classified headings.

To: Business Link, CHEMIST & DRUGGIST, Miller Freeman House, Sovereign Way, Tonbridge, Kent TN9 1RW.

PLEASE COMPLETE IN BLOCK CAPITALS

Surname

First names

Address

Postcode

Personal RPSGB Registration number

Telephone Number

Proposed advertisement copy (maximum 30 words)

COMPUTER SYSTEMS

PACE *Beta*

Computers

Professional Patient Recording and Labelling For Professional Pharmacies

When you replace your old labelling equipment you'll want a fast, efficient system that's simple to use. You will demand a system with *guaranteed* data security. You will require a system with a proven track record that won't let you down. But if you would also like 12 months interest free credit - you *must have*

Pace Beta, the professionals choice

To arrange a no-obligation demonstration in your pharmacy.

☎ 0161-941 7011

PACE BETA COMPUTERS, FREEPOST ALM 1610, ALTRINCHAM WA14 1AR

JRC Multi-user software - now you can do two things at once.

Contact us on FREEPHONE:
0500 947116 for details of
our current offers.



John Richardson Computers a division of Taylor Nelson AGB plc.

PILLS – Patient Medication Records

POSHH Checkout – EPOS

Hadley Hutt Computing Ltd



George Bayliss Road, Droitwich,
Worcs. WR9 9RD

Telephone: 01905 795335

Fax: 01905 795345



PROMOTED

INSURANCE

Professional Indemnity Insurance for Pharmacists

- Community
- Hospital
- Locum ● Part-time
- AND**
- Pharmacy Businesses

We also arrange
**LEGAL DEFENCE COSTS
INSURANCE**
- from only 50p per week!

☎ **0121-236 0031**



WORKING FOR PHARMACY

THE PHARMACY INSURANCE AGENCY

PRODUCTS AND SERVICES

PHOTOGRAPHIC STOCK DISPOSAL WAREHOUSE

UNIT 11 CROFT COURT BUTTS CLOSE, THROTON CLEVELEYS, LANCS FY5 4JX

IMPORTANT TRADE NOTICE

On behalf of liquidators and in conjunction with
LEADING MANUFACTURERS

We have been instructed to dispose of

★ **£250,000** ★
**OF PHOTOGRAPHIC STOCK
WARNING**

This will be the cheapest photographic stock ever to be sold by us in
our 6 year history. These prices will never be available again.

CAMERAS ★ FILM ★ BINOCULARS ★ TRIPODS ★ FLASHGUNS ★ BATTERIES
★ CAMERA STRAPS ★ CAMERA POUCHES ★ CAMERA & VIDEO BAGS ETC ETC

★ **ALL TOP BRANDS** ★

HANIMEX ★ HALINA ★ KODAK ★ FUJI ★ POLAROID ★ PANASONIC ★ VIVITAR
★ KEYSTONE ★ TASCOS ★ CONCORD ★ VANGUARD ★ KONICA ★ HAMA

ALL ITEMS ARE PERFECT, BOXED AND GUARANTEED

IT'S IMPOSSIBLE TO BUY CHEAPER ANYWHERE!

EXAMPLES ON OFFER

110 Cameras	£1
35mm Cameras	£2
110 Flash Cameras	£3
35mm Flash Cameras	£4
35mm Motor Cameras	£9
35mm Autofocus Cameras	£13
35mm Power Zoom Cameras	£25
Binoculars	£11
Tripods for Cameras and Camcorders	£10
Camera Film, 24 exp	50p
Camera Bags	£1

★ **NO MINIMUM ORDER REQUIRED** ★

TEL OR FAX IMMEDIATELY FOR PRICE LIST AND ORDER FORM

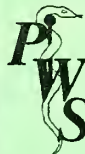
★ All prices subject to VAT ★ Terms strictly payment with order ★
48-hour Mail Order Service ★

TEL: 01253 863185

FAX: 01253 829959

PHARMA WASTE SPECIALISTS

The professional disposal alternative...



★ CD destruction kits

★ 'Cellar' chemical clearances

★ Clearance of Poisons & General Pharmaceuticals

Pharma Waste Specialists are licensed carriers and operate
throughout London, Southern England and South Wales.

... for pharmaceutical and clinical waste.

Unit 10, Guildbourne Centre, Worthing, West Sussex BN11 1LZ.

Telephone/FAX: 01903-820574 or

Mobile: 0850-529202/0836-696215

VIDEO SECURITY

BEAT THIS!!!

14" COLOUR TV WITH BUILT IN 8 HOUR
VCR, REMOTE CONTROL, COLOUR C.C.D.
CAMERA, SONY CHIP WITH 8MM LENS,
BRACKET & CABLE

ALL FOR ONLY £899 + VAT

FASIC SECURITY FREEPHONE

0800 393843

Offer subject to availability & pre-payment

The Power of the Multiples....

UK's fastest growing network of independent pharmacists

....the Privilege of Independence.

Wish to become a member?
Please contact us Today.



Nucare plc
447 Kenton Road
Harrow
Middlesex HA3 0XY
Tel: 0181-732 2772
Fax: 0181-732 2774

medielite plc

TEL: 0181-841 4144

FAX: 0181 841 8390

S P E C I A L S P E C I A L S P E C I A L

★ NEW KODAK ★ NEW KODAK ★ NEW KODAK ★

KODAK GOLD FILM

	NETT PRICE	% OFF TRADE
GA 135x24 EXPS (100ASA)	1.48	40%
GA 135x36 EXPS (100ASA)	1.90	40%
GB 135x24 EXPS (200ASA)	1.79	33%
GB 135x36 EXPS (200ASA)	2.26	33%
GC 135x24 EXPS (400ASA)	2.04	28%
GC 135x36 EXPS (400ASA)	2.54	28%

E&OE — GOODS SUBJECT TO AVAILABILITY

MEDIELITE PLC

BELVUE BUSINESS CENTRE
UNITS 16 & 17 BELVUE ROAD
NORTHOLT, MIDDX UB5 5QQ

TEL: 0181 841 4144 FAX: 0181 841 8390



'VETCHEM'

PROMOTING ANIMAL HEALTH THROUGH PHARMACY

SPECIAL OFFERS JULY/AUGUST 1995

Section Flea Spray — Telmin Horse Granules — Panacur Dog & Cat Wormer.
New Pigeon Lines. Ask or send for details.

0800 387348 PHONE FREE

Brian G. Spencer Ltd, Common Lane, Fradley, Lichfield, Staffs. WS13 8LQ

CHANNELS ISLANDS

Warehouse & distribution service based in Jersey, computer controlled.

**INTERMARK, 5 Great Union Rd, JERSEY
01534 89987**

BUSINESSlink

A FREE Service for Chemist & Druggist Subscribers

EXCESS STOCK

TRADE LESS 30%+VAT - 3x56x28 Androcur 50mg tabs (exp 3/99). Tel: 01332 342597.

TRADE LESS 25%+VAT+POSTAGE - 20x100 Relox 100mg (exp 9/95). Tel: 01493 843501.

TRADE LESS 30%+VAT+POSTAGE - 4x25 Lofric nelaton catheters 901425 14ch (exp 6/98). Tel: 01294 601761.

TRADE LESS 50% - 2x10x2ml Papaverine, 1x100 Clinoril 100mg (exp 1/97), 3x50g Gelcotar (exp 8/95). Tel: 01978 355635.

TRADE LESS 30%+VAT+POSTAGE - Masnoderin 20gx2 (exp 8/95), Aureomycin cream 3% 30gx1 (exp 8/95), Metopitron 250mgx40 (ex0 8/95), Stelazine spansule 122, Lanoxin 250x500 (exp 1/96), Vitamin E 400x200 (exp 4/96), Alupent 20mgx52

(exp 11/96). Tel: 0116-266 8548

TRADE LESS 25%+VAT+POSTAGE - Zestoretic 10 (exp 12/95), 120 Sabril (exp 99), Tranxene (exp 99), Hexopal 120 (exp 99), 120 Ponderax PA (exp 99), Klaricid 500 (exp 99). Tel: 0181-539 1922.

TRADE LESS 50%+VAT - 5x50ml Sandimmun oral solution (exp 4/96). Tel: 0181-459 5112.

FOR SALE

SHOPFITTINGS - Dark sapele, mirror backed, some glass shelves, two display counters and window fittings, offers Tel: 01206 322109.

FUJI FILMS - CN135-36 (exp 6/95), any offers Tel: 0171-794 5486.

CHEMTEC PMR LABELLING SOFTWARE - only \$500 plus payment of \$200 to Chemtec for latest upgrade and year's maintenance. Tel:

0181-546 9938.

VAUXHALL CARLTON 2.0GLI - 1989, G reg, blue, PAS, E/W, E/M, sunroof, radio cassette, centre locking, alarm, tax, MOT \$3,750 ono. Tel: 0121-551 3814.

PORTA NEB - \$50, portable oxygen cylinder and set \$100 ono. Tel: 01628 22872.

GLASS DISPLAY COUNTER - with drawers, any reasonable offer, buyer to collect. Tel: 01203 313259.

KL9 COUNTER - Very good condition, offers. Tel: 01943 600333.

BMW 520i - 4 door, black, 1988 F reg, 66,000, electric windows, sun roof, alarm, excellent condition, one lady driver since new \$5,500. Tel: 0181-550 4064.

AVERY PERSONAL SCALES - Good working order, takes old pennies, lot

of old pennies supplied with the scales, any reasonable offer accepted. Tel: 0171-732 8200.

WANTED

OPILON - Metenix 5mg, Motens, Val-trex. Tel: 01482 354260.

POLAROID PASSPORT PHOTO KIT - Tel: 01446 792300.

PARK PMR SOFTWARE - 2-4 years old, 386-486 hard disc pc with all hardware. Tel: 0171-732 8200.

ACCOMMODATION

FLORIDA, GULF COAST - Why not spend Christmas in this luxury lake-side villa, own heated pool, sleeps 8/10, \$350 a week, fly drives arranged. Tel: 01493 650915 answerphone.

EXCESS STOCK CAUTION

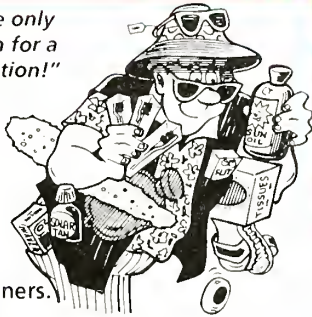
Pharmacists are responsible for the quality, safety and efficacy of medicines they supply. In purchasing from sources other than manufacturers or licensed wholesalers, they must satisfy themselves about product history, conditions of storage and so on.

SHOPFITTINGS

SDC

**THE
COMPLETE
SHOPFITTER**

"and he only
called in for a
prescription!"



- Experienced Pharmacy Designers.
- Traditional & Continental Dispensary fittings (over 15 years experience with Continental Drawers).
- Shopfittings to suit most budgets. Budget range to up-market concepts.
- All at competitive prices plus attractive leasing facilities.

01761 418941

HALLATROW ROAD · PAULTON · BRISTOL

Martex SHOPFITTING

FROM LOW COST PERIMETER SHELVING TO
UPMARKET PERFUMERY SHOWCASES TRADITIONAL
OR CONTINENTAL DISPENSARIES

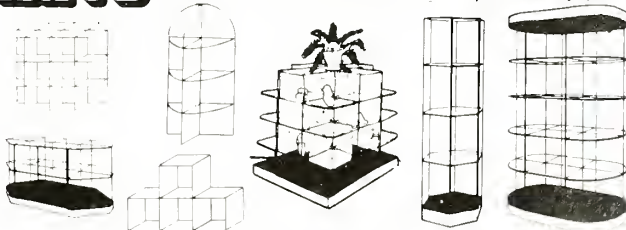
CONTACT **MARTIN BAGG** FOR A COMPLETE
SHOPFITTING SERVICE FOR THE PHARMACIST

01392-216606

CUBE ARTS

VISUAL MERCHANDISING AT ITS VERY BEST

Designers and Manufacturers of Glass Cube + Open Frame Displays



Cube Arts Ltd, Unit D, Mill Green Business Park, Mill Green Road,
Mitcham, Surrey CR4 4HT. Tel: 0181-640 6114 Fax: 0181-640 4497

WE WORK IN A PHARMACY EVERY DAY,

JUST LIKE YOU...

We understand the pressures and constraints of running a modern retail pharmacy.

JUST LIKE YOU...

We strive for professionalism, service and trust,

and

JUST LIKE YOU...

we are approved by the NPA.

Just a few reasons why successful Pharmacists have chosen us to plan and refit their business environment.

Edison Road, St. Ives Industrial Estate,

St. Ives, Huntingdon,

Cambridgeshire PE17 4LF

Telephone St. Ives (01480) 494262

Fax (01480) 495826



WOODSTYLE
SHOPFITTING AND DESIGN

gemma shopfitters systems

Oxford Road, Pen Mill Trading Estate
Yeovil, Somerset BA21 5HZ

SPECIALIST
DISPENSARY
& RETAIL
PHARMACY
SHOP FITTERS.

TEL: 01935
20724



PHARMACY PLUS, BRISTOL

ASE SHOPFITTERS

Specialists in Pharmacies (National coverage)
Anything from a Gondola to a dispensary to a complete refit at
very competitive prices.

Contact **ANDREW MYLAND ON**
(01733) 576554 or (0850) 410866

STOCKTAKERS

FRANKLAND & Co.

STOCKTAKERS, VALUERS & TRANSFER AGENTS

219 Harrison Road, Belgrave, Leicester, LE4 6QN
Telephone: (0116) 266 5299 Facsimile: (0116) 261 0284

SPECIALISTS IN PHARMACY STOCKTAKING NATIONWIDE



Members of the Trade Valuers Institute

Comprehensive
stocktaking and
business transfer
service



A QUALITY
ASSURED ORGANIZATION

STOCK WANTED

WANTED

Old chemist shop fittings, drug runs, bow
cabinets etc.

Complete shop interiors purchased. We try
hardest, travel furthest, pay more.

Telephone **01327 349249**

Eves 341192

Fax: **01327 349397**

CHEMIST - WANTED - PHARMACY

Surplus Coloured Glass Bottles and Jars Wanted
Black Glass Jars Drug Jars — Blue or Green.
Blue Castor Oils. Coloured Soda Syphons.
"Admiralty" Square Blue Poisons. Spare Stoppers.
Common Blue "Not to be taken" Poisons — All shapes.
Mixed Assortments of Surplus Bottles as above.

Contact: **Eric Padfield,**
18 Mulberry Gardens, Sherborne, Dorset.
Tel: 01935 816073 Fax: 01935 814181



ABOUT people

Gun licence fracas ends in High Court

A Lincolnshire pharmacist, who left his shotgun where it was found and smashed to pieces by his "violent and depressed" wife, has fought off a police attempt to revoke his firearms licence.

The chief constable of Lincolnshire feared the public would be endangered if Dr Joseph Agar of Charawood Pharmacy, Bardney, was allowed to own another shotgun.

Dr Agar's certificate was revoked after his wife, Gillian, also a pharmacist, and who was suffering from acute post-natal depression, "went berserk" and smashed the gun, which her husband had left leaning against a wall instead of locking it away.

But, at Lincoln Crown Court on December 13 last year, judge Richard O'Rourke reinstated the shotgun certificate, despite criti-

cising Dr Agar for being "foolish and irresponsible".

In the High Court on Monday, the chief constable sought to overturn judge O'Rourke's ruling, claiming it flew in the face of "overwhelming" evidence. But Mr Justice Butterfield said that, although he considered the Crown Court judge's decision was "borderline", there had been no error of law.



Pharmacy assistant Maureen Gunby, from Lees Pharmacy, Leeds, has won the NPA's student of the month award. She is seen here with pharmacist-proprietor Rodney Lee (left) and Derek Price, from sponsor Merrell Dow

CPP wines and dines Schering Award winner



Schering Award winner Dr Norman Morrow was honoured with an official dinner hosted by the College of Pharmacy Practice at the Welcome Hotel in Stratford-upon-Avon on June 28.

Dr Morrow, director of the Northern Ireland Centre for Postgraduate Pharmaceutical Education and Training, met with previous award winners and various chief pharmaceutical officers.

The speaker for the evening was the executive director of the Proprietary Association of Great Britain, Sheila Kelly, whose topic was: 'From OTC to collaborative care - making it happen'.

Pictured in leafy Stratford are (left to right): Mike Wallace, managing director of award sponsor Schering Health Care; Dr Morrow; CPP chairman Dr David Anderson; and Sheila Kelly



Fifteen Glasgow community pharmacists signed up for a recent Greater Glasgow Health Board health promotion training programme. At the two-day event, which covered the philosophy of health promotion, communication skills and five priority topics, they met members of the area's pharmacy health promotion facilitator network, pictured above. They are (left to right): Isobel Kinghorn, Nancy Conway, Norma Choat, Colin Fergusson and Liz Grant

Praise from Euro MP

Lea Valley Euro MP Hugh Kerr has praised pharmacists' vital role in promoting healthy lifestyles, after meeting local pharmacists. He was quoted in

the *Hoddesdon Mercury* recently as saying that pharmacists were well suited to preventing illness, because they saw people when they were healthy. He said he would like to see their example followed across Europe.

APPOINTMENTS

Armstrong chairs Welsh CPPE

Dr Anthony Armstrong has been elected chairman of the Welsh Committee for Postgraduate Pharmaceutical Education for the period 1995-98.

Dr Armstrong, who is a senior lecturer in pharmaceuticals at the Welsh School of Pharmacy, will be supported by newly-elected vice chairman Peter Hollyman, a community pharmacist in Pwllheli, Gwynedd.

Other members of the committee are: Dr Michael Barnett, Ann Marsden, Eric Nash, Professor Paul Spencer, Guy Thompson, Alan Willson and Susan Young.

The Committee's advisory groups will be chaired by Mrs Young (hospital); Mr Thompson (community); and Mr Willson (support staff). Dr Barnett will chair a new strategic planning group, which replaces the former accreditation group.

Dr Phill Thomas has been promoted to general manager of hospital services at

wholesaler Unichem. Dr Thomas originally trained as a hospital pharmacist and has worked at Unichem for six years, initially as a sales manager and then as medical controller.

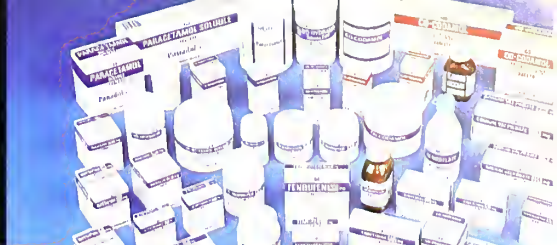
Patrick Johnson is now consumer care manager at Bayer, concentrating on POM to P switch strategies.

Steve King has been appointed sales and marketing director of R P Scherer North America. He was previously export sales and marketing manager at the company's Swindon offices.

Beatson Clark has taken on **David Stock** as business development executive, looking into the company's penetration of the food and drink containers market; and **Tony Allen** as new export manager responsible for co-ordinating new business activity worldwide.

The Health & Safety Commission has made **Dr Peter Graham** the chairman of its advisory committee on toxic substances, replacing **Jenny Bacon** who is now director general of the Health & Safety Executive.

All rights reserved. No part of this publication may be reproduced or transmitted in any form or by any means, electronic or mechanical including photocopying, recording or any information storage or retrieval system without the express prior written consent of the publisher. The contents of Chemist & Druggist are subject to reproduction in information storage and retrieval systems. Miller Freeman Professional Ltd may pass suitable reader addresses to other relevant suppliers. If you do not wish to receive sales information from other companies please write to Derek Shaw at Miller Freeman Professional Ltd. Film output by London Scanning, 24a Shore Rd, London. Printed by St Ives (Gillingham) Ltd, Gillingham, Kent. Registered at the Post Office as a Newspaper 22/18/32S



CHEMEX 95

EXHIBITION

3-4 SEPTEMBER 1995

THE WEMBLEY EXHIBITION CENTRE

NEW

PRE-REGISTRATION AT CHEMEX 1995

Your time at Chemex is valuable, to ensure you don't waste a moment this year make sure you take advantage of our *pre-registration service*.

Not only will you be admitted straight into the show, but you will also receive our complimentary pen.
Make sure you avoid the queues.

Telephone **01304 614644** to receive your show pass.

PHARMACEUTICALS

PHOTOGRAPHIC
EQUIPMENT

TOILETRIES

SHOPFITTINGS

SKINCARE

SHOW ONLY OFFERS

HAIRCARE

NPA VILLAGE

BUSINESS ADVICE

CHEMIST SUNDRIES

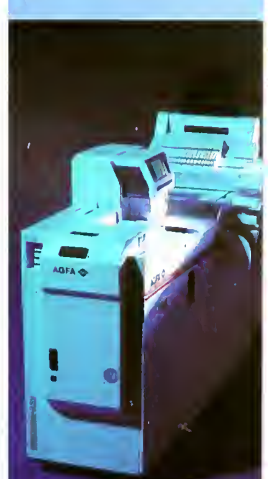
FOOD SUPPLIMENTS

FREE PARKING

The Exhibition for Retail Pharmacy

Sponsored by
**CHEMIST &
DRUGGIST**

a Miller Freeman Exhibition



THE BIGGEST NEWS FOR EARS IN YEARS



- Otex is now the undisputed brand leader amongst proprietary ear wax preparations.
- The total value of the ear wax market has grown a staggering 37% since Otex was launched.
- In-pack survey results show 9 out of 10 users find Otex effective.
- Almost 90% of Otex purchasers surveyed said they would buy Otex again.

And here's why...Otex has a unique, dual-action formula that not only softens hardened ear wax but then goes on to help it fragment and disperse. Otex is clinically proven to reduce the need for syringing.

With a massive, new national TV and press campaign scheduled for this year, it can only mean one thing ... even bigger news for your pharmacy sales.

Otex[®] **EAR DROPS**

**CLINICALLY PROVEN
TO DISPERSE EAR WAX
AND REDUCE THE NEED
FOR SYRINGING**

OTEX Registered Trademark and Product Licence held by Diomed Developments Ltd., Hitchin, UK. Distributed by DDD Ltd., 94 Rickmansworth Road, Watford, Herts, WD1 7JJ. **Active Ingredient:** 5.0% w/w Urea hydrogen peroxide. **Directions:** Tilt head, and gently squeeze 5 drops into ear. Leave for a few minutes and then wipe surplus with tissue. Repeat once or twice daily for approximately 3-4 days or until symptoms clear. **Indications:** For the removal of hardened ear wax. **Precautions:** Do not use if sensitive to ingredients, if ear drum is damaged, if there is any other ear disorder (such as inflammation), or if any other preparation is being used in the ear. If in doubt, or if there is a history of ear problems, seek medical advice before use. Keep away from eyes. If irritation or pain occurs during use, or if symptoms persist, stop treatment and consult your doctor. Keep all medicines out of the reach of children. **[FOR EXTERNAL USE ONLY]** **Legal category:** [P] **Packs:** Bottles of 8 ml (PL 0173/0151), price £3.25.